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INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
Local Boys Make Good
Carl Nevinger, Entrepreneur
One Man Show
Down on the Farm
Bundy Makes the Post

Story of the Week

"Pardon me, sir," the hotel clerk asked politely, "what do you intend to do with that coil of rope?"

"It's my own individual fire escape," laughed the traveling salesman. "After reading about all the recent hotel fires, I always carry this rope along for protection."

The desk clerk pondered for a moment.

"Sorry, sir," he finally replied, "but all guests carrying their own fire escapes must pay in advance."

Local Boys Make Good

There's quite a story down in the hidden little town of Greenville, Ill. It's off the main highway to St. Louis, this quiet little burg, and even after you get there it seems buried under a canopy of ancient trees.

A carpenter down there by the name of Nevinger had two bright boys. Now, a town like Greenville had few opportunities for ambitious young men. They generally leave home—and that's one reason the little towns remain small.

These two boys stayed in Greenville, however, and made their own opportunities. One of them, a fine basketball player, often had been irked by the fact that official timekeepers, who announced the end of a game by firing a gun, would refrain from shooting if their team was behind, or end the game early if the home team was ahead.

So he rigged up an electric clock with a horn and a signboard, and set it up in the local gym. Today, still in Greenville, he is probably the largest manufacturer of electrical sports scoring devices in the world.

Carl Nevinger, Entrepreneur

His brother, Carl, has gone even further. At the age of 12 he began working for the Greenville Frigidaire dealer. At the age of 18 he was in business for himself, as a refrigeration serviceman. All he knows about refrigeration and air conditioning he learned himself—the hard way.

His original capital was a \$300 bank loan, secured by his father. Today, 20 years later, he operates three busy factories, which he owns. Manufacturing self-contained air conditioners of his own design, he is one of the leading builders in the world.

Few in our industry have heard of Carl, because practically all his units carry the nameplates of two of the world's biggest corporations, and because the bulk of his production is sold abroad.

One Man Show

Many Americans are known as "self-made," but few can prove it so easily as Carl Nevinger. He taught himself refrigeration and air conditioning. He taught himself designing, tool making, manufacturing, accounting, and everything else. He has done all his own financing, designing, and selling.

Walk into his office and you find Carl and two girl clerks. Nobody else.

He's the whole show. No sales manager, no chief engineer, no production manager, no treasurer. Behind his office is a substantial plant, which makes everything that goes into his air conditioners but the condensing unit. Carl even makes his own tools and dies.

He has just returned from India, where he designed air conditioning

Demonstrate, Advertise

San Diego Dealers Cooperative Program
On Freezers Brings Real Boost In Sales

SAN DIEGO, Calif.—Sales of home freezers throughout San Diego County have more than doubled during the last two months, according to a report just issued by J. Clark Chamberlain, executive manager of San Diego's Bureau of Radio and Electrical Appliances.

This sudden upsurge of sales of an item which has been regarded of late with some skepticism by many dealers is the result of a well-planned sales and promotional campaign instigated by the bureau approximately a year ago.

It was in May, 1946, that a special committee of electrical appliance dealers and distributors was appointed by bureau President Frank Guasti of Parmelee-Dohrmann, to study the sales possibilities of the home freezer. All conceded that rural and farm families provide a logical market for these sales. The committee wanted to find out if a market existed in the city areas for the sale of home freezers, and what methods should be used to promote these sales?

Experiences of dealers had shown that far too many home freezer units sat idle on sales floors even in rural communities. Many dealers were frankly discouraged about an item which had been so loudly publicized in national magazines during the



One of the advertisements which the San Diego Bureau is using in its freezer drive.

war. To make matters worse, many home freezers were not properly sold, and customers were complaining that this new type of refrigeration equipment had not lived up to their own

(Concluded on Page 4, Column 2)

25% Mark-up Enough
On Television--Mfrs.

NEW YORK CITY—Manufacturers of television receivers are generally turning a deaf ear to dealer protests that mark-ups are inadequate, one executive going to some lengths to point out why the present "25% stable mark-up on television receivers" should be acceptable to dealers.

Hamilton Hoge, president of the United States Television Mfg. Corp., said that retailers had failed to grasp the established fact that television merchandising differs radically from that of radio, and was quoted as saying:

"There are many reasons why the radio mark-up system has no bearing

(Concluded on Page 25, Column 1)

Sieber To Head Sales
For Master-Bilt Mfg.

ST. LOUIS—C. J. Sieber has been named director of sales for Master-Bilt Refrigeration Mfg. Co. here, it is announced by Harold Klawiter, general manager.

Mr. Sieber comes to Master-Bilt with 30 years of experience in the refrigeration industry, having been engaged in the manufacture and sale of commercial refrigerator hardware.

The firm's line of dry beverage coolers, direct-draw beer coolers, home freezers, and electric milk coolers, will be marketed exclusively through distributors and dealers, Mr. Klawiter declared.

Dept. Stores Continue
Sales Gain over 1946

WASHINGTON, D. C.—For the second straight week department store sales registered 8% above the level for the similar period in 1946, the Federal Reserve System reported in a survey of activity for the week of July 12.

The Cleveland district led the nation with a 13% increase. Results for department stores in other districts are as follows: St. Louis 12%; Chicago 10%; Philadelphia 10%; New York 9%; Kansas City 8%; San Francisco 7%; Boston 3%; Atlanta 2%; and Dallas 2%.

Little Chance Seen for
Production Gain In '47

DETROIT—... "Little improvement in the fourth quarter of 1947 because of model changeovers, but a big improvement by the second quarter of next year."

That's how one producer of major appliances calls the outlook for production increases in refrigerators and the big appliances.

Chief stumbling block to increased production is the shortage of steel. According to estimates made by H. B. McCoy of the U. S. Department of Commerce before the Senate subcommittee on small business, the steel industry will produce from 2 million to 6 million tons less than the demand this year.

Small 'Freon' Cylinders
Only Can Be Refilled,
Wholesaler Advises

SYRACUSE, N. Y.—Pointing out that the "Freon" situation is still acute, Ted Glou, head of Central Service Supply here, refrigeration parts and equipment wholesaler, makes the following suggestion to his customers:

"Since the shortage will not permit shipment of 145 pound cylinders for some time, we suggest you send your small cylinders in for refill and we will fill them when our allocations arrive. In order to distribute 'Freon' equitably for at least July and August, 'Freon' shipments will be limited to a maximum of 50 pounds.

"The 'Freon' shortage is also affecting the supply of methyl chloride. At the present time, we are still able to ship 100 pound cylinders of this refrigerant and we do not look for any curtailment of this item."

Electric Water Heaters
Up In May; Others Sag

WASHINGTON, D. C.—Production of non-electric water heaters in May dropped 15% below the April figure, while May shipments of these heaters fell 14%, the U. S. Census Bureau has reported.

On the other hand, shipments of

Higher Steel Cost
May Raise Some
Appliance Prices

NEW YORK CITY—Appliance manufacturers are pretty much in a "wait and see" mood on the question of whether or not the higher steel costs resulting from the boost in coal miners' wages will necessitate higher retail prices for their products, according to a spot survey made by The New York Times.

One producer, said the Times, stated flatly that an increase of from \$2 to \$8 a ton in sheet steel will be absorbed on refrigerators. The company representative admitted that when the last price rise on its line was put into effect it was only after a bitter battle between the sales and cost departments.

"The latter won out before," he said, "and will put up a strong fight for higher prices if steel costs go up appreciably."

One of the largest appliance manufacturing firms refused to predict what it would do, but acknowledged that it is watching the steel situation closely and is "gravely concerned."

A representative of a larger national appliance distributing organization, according to the Times, predicted that some price increases on major appliances are sure to occur this fall as the result of higher costs on steel. He reported that many of the organization's suppliers are in discussions on the matter and are agreed that while absorption of increased sheet steel prices may be possible, this cannot be done for parts and components such as motors, valves, and compressor parts.

"They are awaiting the official announcement of whatever steel price increase is in the offing before getting down to recharting their own costs and making necessary revisions in their prices," he said.

General Refrigerators To
Up Prices on All Models

NEW YORK CITY—Because of tremendous increases in component costs, General Refrigerators Corp., manufacturer of commercial refrigerators, will increase its prices on all models to its national dealers.

"This announcement is hesitatingly made," said Nathaniel C. Dryden, vice president of that company. "We had hoped the necessity for this price rise could be avoided by our increased production output, but the consequential increased labor costs and material costs have far exceeded our expectations."

These prices will be stabilized throughout the entire country; all dealers receiving the same increases.

"Only if labor conditions and basic material conditions alter themselves to their previous levels can we duplicate our former low prices, which as in all business, is predicated on the mainstays; labor and material."

Senators Urge Probe of
Consumer Goods Prices

WASHINGTON, D. C.—Current high prices of consumer goods may be in for a "full and complete study and investigation" mighty soon.

According to a resolution passed recently by the Senate Banking and Currency Committee, the establishment of a joint subcommittee to take a look at the price picture in consumer goods would be recommended to Congress.

Termed the "Baldwin Resolution," after its sponsor, Sen. Baldwin (R. Conn.), the measure would require the results of the subcommittee's investigation to be reported to the Congress by Jan. 1, 1948 and specific legislation recommended. Under terms

Credit Control
Decision Is Up
To Mr. TrumanHouse, Senate Bills Differ
So Congress Won't Act
Before Adjournment

WASHINGTON, D. C.—The decision to eliminate credit controls on major appliances and certain other consumer items has been tossed into the lap of President Truman by Congress.

The President previously had said that he would do this if he were not granted the necessary authority to continue such controls as a peace time measure to help control inflation.

The House of Representatives last week turned thumbs down on such authority.

It also killed a Senate bill to continue modified credit controls to the end of the year and sent a bill of its own to the Senate which called for immediate termination of Regulation W.

Regulation W is the executive order issued back in 1941 which imposed restriction on instalment buying.

The Senate at the time this issue of the NEWS goes to press had taken no action on the House measure. Observers declared that it would take no action before adjournment, thus leaving the regulation in full force.

Representative Jesse P. Wolcott, of Michigan, chairman of the House banking committee had asked the House why these controls were necessary to check inflation when they applied only to a few consumer items.

After the voting, he said, "It is now up to the President to get rid of the credit controls as he said he would do if he did not get specific authority from Congress. It is certain the House will not authorize such regulations. The Senate bill is dead."

Regulation W, as it stood at this writing, requires a one-third down payment and a maximum of 15 months in which to pay.

Unless its authority is ended by Congress, the President, or the Board of Governors of the Federal Reserve Board, the regulation will run indefinitely.

J & H To Begin Output
Of Sealed Compressors

CLEVELAND—Jack & Heintz Precision Industries, Inc., reportedly will start production of its hermetically-sealed refrigeration compressor here in Cleveland next month.

The company recently completed pilot runs on the units, which now have been assigned to selected manufacturers for test runs in commercial and industrial refrigeration products.

Production of the firm's open-type condensing units will be increased from the June figure of more than 5,000 to 6,000 in August, company officials expect.

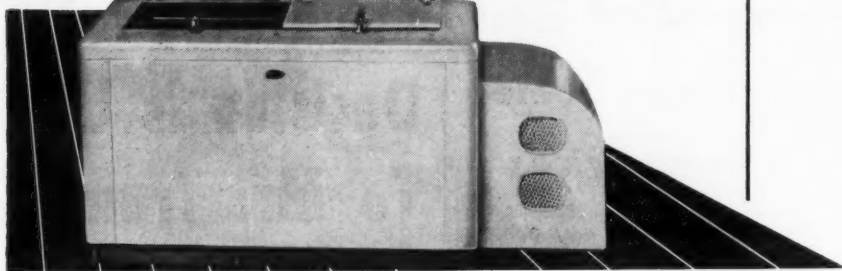
Fractional horsepower motors are now being turned out in the company's West Side plant at the rate of 4,500 per day, with production geared for a steady increase to a daily total of 6,000 by October.

Nash-Kelvinator Nets
\$4 Million In Quarter

DETROIT—Nash-Kelvinator Corp. reports net earnings of \$4,194,801, after all charges, including taxes, for the quarter ended June 30. This is equal to 96 cents per share, and brings earnings for the first nine months of the current fiscal year, which began Oct. 1, 1946, to \$12,617,350, or \$2.90 per share.

the Sanitary Quicfrez is Easy to Service!

With the Condenser Unit conveniently placed for quick access, servicing of the dependable QUIC-FREZ—Pioneer of Farm Locker Plants—is always an easy task.



Quicfrez Sales are Speedier—

—because people appreciate performance and quality features like these:

- 4 Roomy Storage Compartments for 75% greater convenience.
- 12½ Cu. Ft. Capacity—storing up to 600 lbs. of meat.
- Welded Steel Cabinet construction, with 5 inches of Glasswool insulation.
- Moisture-proof Sealing—preserves cabinet insulation.
- Low First Cost—economical daily operation.

Ask About SELECTED QUICFREZ DEALER
FRANCHISES STILL AVAILABLE



York-Shipley Sheet Metal Plant Resumes Production

YORK, Pa.—York-Shipley, Inc., manufacturer of heating equipment here, reports that its sheet metal fabricating plant, which was damaged in a spectacular general alarm fire June 27, is now in full operation again.

The building in which the York-Shipley sheet metal operation is housed is occupied jointly by three York industrial concerns. An early report, issued while the fire still raged, indicated that the entire structure had been destroyed. A later survey, however, disclosed that York-Shipley had suffered only minor damage as contrasted to that of the other occupants.

All York-Shipley's sheet metal machinery is located in a section of the first floor which was virtually untouched by the fire. Major York-Shipley losses occurred in the parts storage section on the second floor of the building, but all these items are replaceable. York-Shipley damage to inventory, building improvements, and machinery is estimated at less than \$100,000 and is fully covered by insurance.

Quick work on the part of York-Shipley personnel in greasing machinery and metal inventory items prevented any severe water damage as an aftermath to the fire or while a new roof was being built on the York-Shipley section of the plant. The new roof was completed and all the fabricating machinery was placed in working order in record time, so that the minimum possible time was lost in the sheet metal operation.

Lineup of Key Fixtures for a Modern Grocery



When the National Association of Retail Grocers convened recently in San Francisco the delegates saw in this Weber Showcase & Fixture Co. exhibit three types of refrigerated fixtures which are virtually "musts" in present-day food retailing. At the left is an open-type self-serve frozen food display case, with reflective mirror display; in the center is a distinctively styled self-serve dairy produce case; and at the far right is a new model meat display case.

\$1,000,000 In Prizes

Over 20,000 Dealer-Distributor Salesmen To Vie for Trips,
Merchandise In Bendix Contest Starting Aug. 1

SOUTH BEND, Ind.—A sales contest with more than \$1,000,000 worth of prizes will be launched by Bendix Home Appliances, Inc., its distributors and dealers on Aug. 1.

Vying for prizes ranging from merchandise to trips will be upwards of 20,000 retail salespeople, 250 wholesale salesmen and the sales managers of 79 distributors. The contest will close Dec. 13.

Voluntary participation by distributors will swell the prize pot to well over \$1,000,000, declared Sales Manager W. F. Linville.

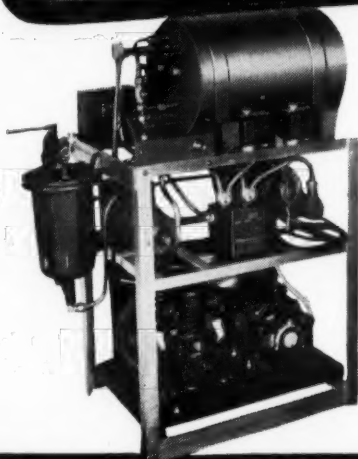
Trips to famous vacation spots will be awarded to retail salespeople as major prizes if a distributor chooses Plan I. Under Plan II the majority of prizes will be merchandise, with ample provision, however,

for winter vacations to those desiring such awards. Under either plan, best-producing Bendix sales managers in distributorships will be eligible for \$25,000 worth of 1948 automobiles.

Tentative destinations for prize trips are, depending on location of distributorships: Miami or Havana for those in the East; New York City, Chicago or Los Angeles for those in the South; New Orleans or Miami for those in the Midwest; Honolulu, Mexico City or New Orleans for those in the West.

Though the participants are divided into four major sections, there will be eight groups of distributors, divided according to sales potentials, who will be pitted against each other to arouse competitive interest.

There's the Right CRYSTAL-FLO For Any Carbonator Job!



Crystal-Flo Carbonators provide the highest quality soda-water at a lower cost. Installation is unusually convenient, operating expenses low, and the unique Crystal-Flo carbonation principle assures the highest efficiency.

Model "R" Refrigerated Carbonator

Compact in size, stainless steel heat transfer and carbonating chambers. The Kluecker method of simultaneously refrigerating and carbonating produces an unusually high carbonation and dispenses drinks at an exceptionally cold temperature. In three sizes—for ordinary and peak capacities.

Only Crystal-Flo Offers All These Advantages

Carbonation:

Water is pumped into stainless steel carbonating tank containing CO₂ gas at 120 lbs. pressure. Water is hydraulically separated into a fine mist which immediately absorbs CO₂ and gives excellent carbonation without a waiting period.

Convenience:

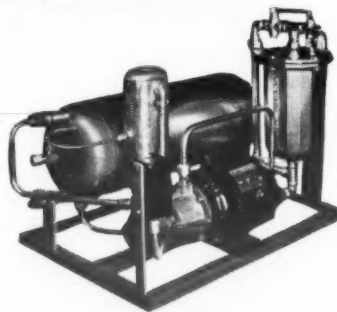
No belts, pulleys, gears or lubrication required. No bearings except in motor. Cleaning of check valve water strainer and maintenance of gas supply only attention required.

Economy:

Water pump runs only when water is being drawn. Cost of gas virtually the only cost.

Model H4 Carbonator

Capacity 35 to 50 gals. per hour. Space required 30" x 17" x 20". Carbonating tank can be placed in cooler if desired with motor and pump outside. Water filter optional.



Model LB Carbonator

The greatest value in the field today. Capacity 20 to 25 gals. per hour. Space required 16" x 20" x 12". Single, compact frame without filter. Small, highly efficient, and low and competitive in price.



Under Bar Dispenser



Simultaneously mixes all soft drinks in continuous flow. Drinks mixed in air. Stainless steel. Saves valuable bar space. Fits under any counter.

Crystal-Flo equipment enables distributors to sell the rich soda fountain and tavern market; to increase sales and profits with the finest units available today. Immediate delivery.

Distributors Wanted

Many desirable distributor territories are still open. Write or wire today for full information on all the profit making advantages of the fast selling Crystal-Flo line.

AMP CORPORATION

Manufacturers of Crystal-Flo Equipment

2915 Locust Street • St. Louis 3, Missouri

Edison Electric Institute Division Prepares Water Heater Manual To Standardize Installation Practices

NEW YORK CITY—An Electric Water Heater Installation Manual, which illustrates the principal wiring methods and other installation practices now used with electric water heaters throughout the country, has just been prepared by the Wiring Committee of the Commercial Division, Edison Electric Institute, and published by EEI.

The Manual is the first section of a comprehensive Appliance Installation Manual to be prepared by the committee, covering those appliances requiring a specific type of installation work, according to R. F. Hartenstein, committee chairman.

A total of eight electric water heaters installation methods as developed for use with one meter are

shown, together with several adaptations of the two meter method, and suggested plumbing diagrams. All installations covered utilize the standard two-element water heater, known as the NEMA standard.

"It is hoped that use of the Manual will eventually result in greater uniformity of installation practices among all electric companies, which will ultimately mean lower costs and superior installations," Mr. Hartenstein declared.

The Electric Water Heater Installation Manual is available from Edison Electric Institute, 420 Lexington Ave., New York 17, at 50 cents per copy. Additional copies of the individual diagram are also available.



Members of Refrigeration Sales Corp. (Cleveland distributor) listen attentively as Schnacke engineers explain the new units.

Condensing Units Introduced As Schnacke Holds First of New Meetings with Distributor Groups

CLEVELAND—New TC and FC models of Schnacke condensing units were introduced recently by Eddy J. Miller, sales manager of Schnacke, Inc., at a sales and service meeting. These models, Mr. Miller said, have the shell and fin tube cleanable type condenser in the base. They are available, he added, in sizes from 5 to 25 hp.

On special orders, condensers are furnished up to 50 hp., he asserted. The meeting, first of a series to be conducted by Schnacke personnel at

various distributor organizations throughout the country, was held at Refrigeration Sales Corp. here.

It was organized by Warren W. Farr, president of Refrigeration Sales Corp. for engineering personnel of dealers within his organization.

Other equipment manufactured by Schnacke was also covered.

James Lyons, Schnacke field service engineer, explained the servicing, while Wm. A. Givens, territorial sales engineer, and E. L. Roy Fair of the sales department assisted.

HERE'S YOUR MARKET

Nearly everybody buys reach-ins



THE "big brother" of the household refrigerator leads all other store fixtures in dollar sales. It is a volume builder for every aggressive dealer.

In the long list of commercial food handlers it is hard to find a name that doesn't use at least one of these versatile fixtures ranging from seventeen to a hundred cubic feet in capacity. Meat markets, grocery stores, restaurants, hotels, hospitals, and institutions buy thousands of them every year.

With modification, they serve bakers for display of cream pastries, and for retarding small quantities of fancy dough. Florists can use glass door models if oversize coils are used to maintain high humidity. Hundreds of drug wholesalers need large reach-ins for serums and pharmaceuticals. The list of potential buyers is almost unlimited.

The alert dealer will be sure he has a "hot" line of reach-ins, with a

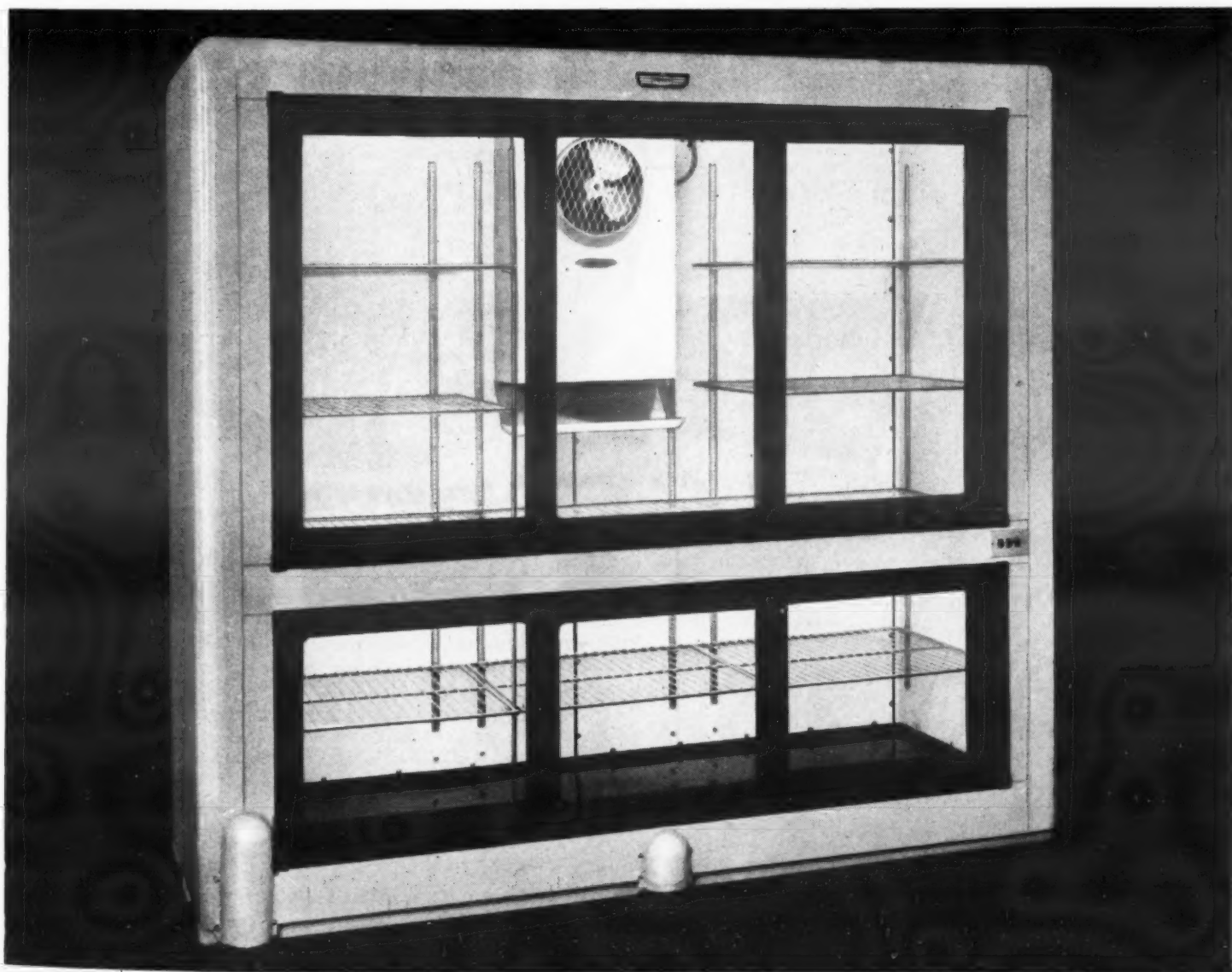
good range of sizes, and adaptable to all the different markets this product serves.

Thousands of satisfied users, in this country and abroad, testify to the economy and dependability of Servel Supermetic on reach-in refrigerators. Since the close of the war, these modern units have proved they can "take it" under every field condition.

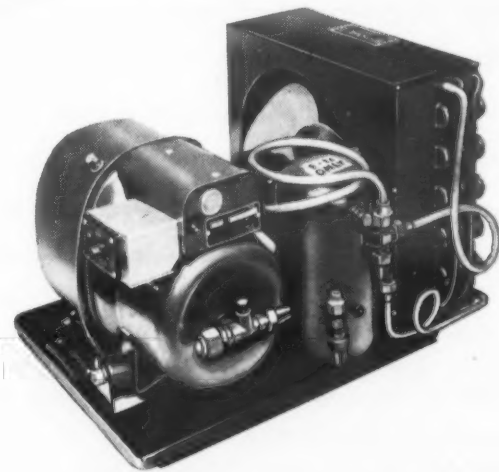
Because they are so compact, Servel Supermetics save valuable space in self-contained work. Their reserve capacity insures safe temperatures even when the product and service loads are high.

Servel fractional horsepower Supermetics have no belts, no seals, no gasketed joints. That naturally means higher efficiency and less interruption for service work.

If you're not now using Servel Supermetic on your reach-in sales, just try one the next time you have a tough job or a critical customer.



Reach-in Refrigerator illustrated is Model RW-7 by courtesy of Fogel Refrigerator Company, Eadom and Kennedy Streets, Philadelphia, Pennsylvania. The Electric Refrigeration Division of Servel, Inc., manufactures condensing units only. These are available through prominent distributors and fixture manufacturers in all sections of the country.



Servel Supermetic Model H2B is popular for large reach-in applications. Four other medium-temperature models available in fractional HP sizes.

Servel Inc.
ELECTRIC REFRIGERATION DIVISION, EVANSVILLE 20, INDIANA

Washer & Ironer Assn. Sets Up 4 Divisions

MACKINAC ISLAND, Mich.—Growing diversification of the washer and ironer industry led to the organization of four divisions within the American Washer and Ironer Manufacturers' Association at that group's summer meeting held here.

The four divisions approved by the association's membership at the meeting will cover the automatic washer, conventional washer, ironer, and dryer manufacturing groups.

To head the new divisions, Roy A. Bradt, president of the association, appointed the following chairmen:

Judson S. Sayre, Bendix Home Appliances, Inc., automatic washer division; E. L. Farquharson, Landers, Frary & Clark, conventional washer division; I. N. Merritt, Conlon division, Conlon-Moore Corp., ironer division; and H. G. Evans, Hamilton Mfg. Co., dryer division.

Mr. Bradt and the association's executive committee were authorized to draft by-law changes needed to carry out the new program.

In explaining the new move, Mr. Bradt pointed out that of the 46 manufacturers now in the industry, 34 produce both large and small washers and six make small washers only.

He added that 18 make ironers and 10 manufacture dryers.

He noted that 14 washer manufacturers are making or are planning to introduce automatic models. Six more are said to be working on automatic designs. He declared that 15 conventional type washer manufacturers have announced no plans for an automatic unit.

San Diego Dealers Boost Freezer Sales--

(Concluded from Page 1, Column 3)

expectations, and least of all to the claims of the salesmen.

The committee felt that if steps were not taken to develop the home freezer market, customer ill-will could do much to ruin the possibilities of this market for years.

The first step, reasoned the committee, was to acquaint the dealers and salesmen with the subject of home freezing. If a salesman were not familiar with the operation of a freezer and the advantages of its ownership, how on earth could he sell it?

So it was that at the Annual Spring Conference of the bureau held on May 27, 1946, a five-hour "Frozen Foods Clinic" occupied a morning and noon session of an all-day program. A. H. Harrison, managing director of the Western Foods Producers Association, San Francisco, outlined the history and the present-day development of the frozen foods industry.

This was followed by a panel discussion by local frozen food wholesalers on the plans and development for the distribution of packaged frozen foods. The refrigerated locker plant and its function in the processing and storage of frozen foods was then discussed by M. L. Stewart, vice president, California Refrigerated Locker Association.

Following a luncheon comprised entirely of frozen foods, a technical sound picture, "Frozen Freshness," was presented for the first time in the west by W. H. Dudley, sales manager of the Frigidaire Sales Corp. In the Home Freezer Manu-

facturers' panel that followed, representatives of home freezer manufacturers briefly discussed their individual product plans, features, and production information. The clinic wound up with a "testimonial" address, given by a pioneer in the frozen food field, T. J. McIntire, Pacific Coast manager of the Yorkville Paper Co.

Mr. McIntire described in detail 22 years of personal experience in the preservation of food by freezing methods. The talk was not only inspirational, but it served to convince salesmen and dealers of the convenience of home freezer ownership.

Home freezers came in for a good share of discussion at the 1946 Fall Conference of the bureau, and again at the 1947 Spring Conference, when Roger B. Trick, national home freezer sales manager of Kelvinator; Norm Nielson of Frigidaire, U. S. Grant of U. S. Grant Supply, Ash Chamberlain of San Diego Refrigeration Equipment, Ben Sanderson of Deep-freeze, W. B. Dinkle of Crosley, and Mr. Dial of Weber Showcase Co. urged the dealers to purchase home freezer units and become personally familiar with their operation and advantages.

Since early this year, the months of planning on the part of the home freezer committee have begun to bear fruit, both in a concerted advertising campaign and in a series of home freezer demonstration meetings staged throughout San Diego County. In conjunction with the University of California Agricultural Extension Program and the San Diego County Farm Bureau, a series of 20 home

freezer lectures was held in San Diego County rural areas.

The programs opened with a demonstration by Delphine Wilson of the University of California Agricultural Extension Department, showing the proper methods for the preparation of frozen foods. A representative selected from the nearest locker plant adjacent to the community in which the meeting was held then talked on the services offered by the locker plant, and the meeting concluded with a 40-minute talk by a bureau representative who showed pictures of various types of freezers, discussed their comparative advantages, and emphasized the many uses to which home freezers are being put, and the various ways in which a home freezer can be made to pay for itself.

That the San Diego public is ready and eager to learn more about home frozen food is evidenced by the fact that requests for similar meetings have poured into the bureau. As a result, more than 20 meetings, featuring a motion picture on frozen foods, have been presented to civic organizations and women's clubs.

At the same time bureau-sponsored advertising has appeared in both the city daily papers and in the weekly papers serving the rural communities, augmented by educational billboard advertising, radio spot announcements, bus and streetcar card advertising stressing advantages of home freezer ownership, and the conveniences and savings that it affords.

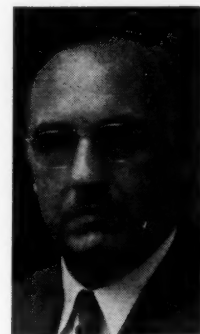
The campaign, of course, is only beginning; and as it continues, more advertising will appear and more meetings will be conducted to familiarize salesmen both with home freezer products and home freezer use. The committee is firmly convinced that the home freezer has its place in the city as well as the farm home, and that this great market, once tapped, will be as lucrative and rich as that of the domestic refrigerator.

Members of the committee who are engineering the campaign are: Chairman A. K. Chamberlain of Refrigeration Equipment Co.; Archie Marsden of G-E; Elmer Hazie of San Diego Auto Electric; Lou Weise of Weise's, Ltd.; F. J. Guasti of Parmelee-Dohrmann; and E. W. Weise of the San Diego Gas & Electric Co.

Loeffel Heads Sales For Kennard Corp.

ST. LOUIS—A. G. Loeffel's appointment as vice president in charge of sales and development for Kennard Corp., manufacturer of finned coils and blower units, has been announced by Sam M. Kennard III, president.

This appointment and other



A. G. Loeffel



F. E. Ince

personnel shifts are in preparation for the expansion of the company's line, Mr. Kennard said.

F. E. Ince is now vice president in charge of application and research; L. C. McGowan is secretary, and F. G. Bietsch is vice president in charge of accounting. All three were recently elected to the board of directors.

For the past nine years Mr. Loeffel had served as sales manager and later chief engineer for Marlo Coil Co. He started in refrigeration back in 1916 with York Corp. and later was on the staffs of the Detroit City Service Co. and the Meyer-Blanke Co.

Following service as a private consultant and with the Alco Valve Co., Mr. Ince first joined Kennard in 1940. For a brief period he was with Giffels & Vallet, Inc., of Detroit, but rejoined Kennard in 1945.

Mr. McGowan has been with Kennard since 1946, after two years' service with the Navy. He entered refrigeration in 1933 as assistant branch manager for General Refrigeration Co., and then went to Alco Valve Co. in 1934 for 10½ years.

Mr. Bietsch came to Kennard in 1942 after several years in the accounting field with various firms in St. Louis.



Consumer confidence and sales can be obtained and held only with properly engineered low temperature food freezers. BTC Food Freezers are soundly engineered to deliver the essential performances of rapid freezing and constant temperature storage.

Note these basic construction and refrigeration features built into BTC Food Freezers:

- Separate Sharp Freeze Section
- Vapor-Sealed Insulation
- Adequate Storage Compartments
- Non-Heat Conducting Lids
- Solidly-built 16-ga. Steel Cabinet
- Extra Compressor Capacity

Customers will not long be satisfied with inadequate "cold storage boxes." The BTC Food Freezer line, in sizes 10, 12½, 18, and 23 cubic feet, offers true home and farm food freezing performance on which permanent sales relationships can be built. A limited number of dealer and distributor franchises are available. Write for full information.

THE BREWER-TITCHENER CORPORATION
CRANDAL-STONE DIVISION --- BINGHAMTON, N. Y.



**Showmanship in...
SELLING!**

The Fogel "Full-Vision" Wall Case is a master showman for the display and sale of dairy products, delicatessen, packaged fresh meats, fruits, vegetables, flowers, pharmaceuticals, and all perishables. This beautifully designed, streamlined case features 99% visual display. Visual display that INCREASES SALES.

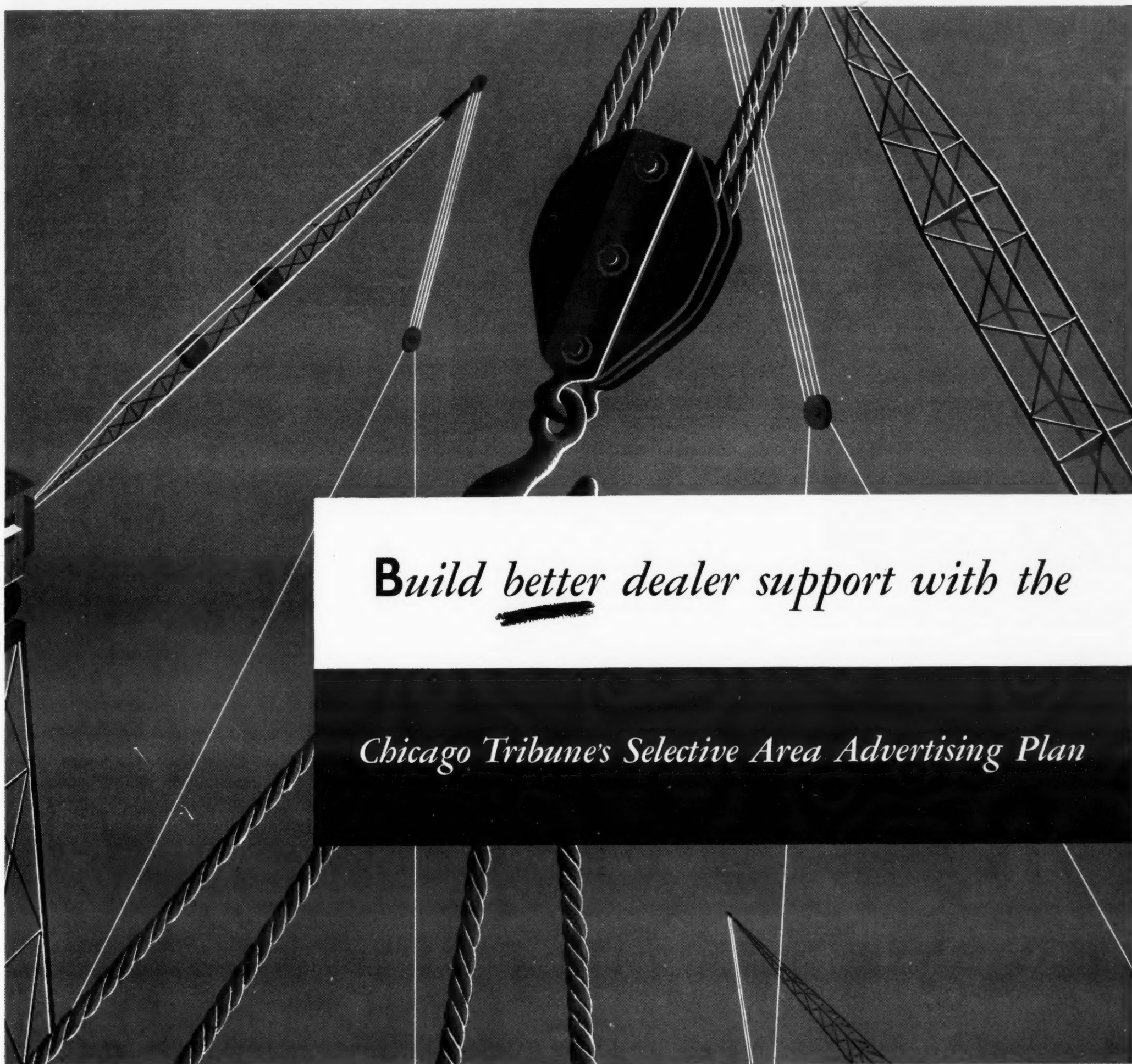
This rugged all-steel case has perfectly balanced Fogel refrigeration... guaranteeing years of trouble-free, worry-free, service. Why not order Your Fogel "Full-Vision" Wall Cases TODAY, and enjoy the profits resulting from the sales of the one case that's in a class by itself. Feel welcome to write for further information concerning this, or other, Fogel quality-engineered cases.

NOW AVAILABLE IN SEVERAL SIZES

One franchise gives you a complete commercial refrigeration line.

FOGEL REFRIGERATOR COMPANY
5400 EADOM STREET • PHILADELPHIA 37, PA.

Quality manufacturers, for almost one-half century, of Display Cases, Reach-Ins, Walk-Ins, and Freezers.



Build better dealer support with the

Chicago Tribune's Selective Area Advertising Plan

No wonder dealers like the Tribune's Selective Area Advertising Plan. Through this plan, each of your dealers gets the benefits of a hard-hitting advertising campaign in his own area... he gets faster results from his own prospects... and it costs him but 2 1/6c per line.

When you put the plan to work for all of your dealers in this area, it's easy to see why ultimate results should be more sales for you in the Great Chicago Market... a market so large it can take all or the greater part of the production of many manufacturers. Under the plan —

EACH DEALER GETS:

- 1 Selective coverage of his local market.**
- 2 Prominent display of his name and location.**
- 3 The low rate of 2 1/6c a line!**

YOU GET:

- 1 Better identification of your local outlets.**
- 2 Enthusiastic dealer support.**
- 3 Advertising that pays off right away!**

This plan will make more valuable to you the exhaustive findings of the Tribune's Durable Goods Study among consumers and dealers. To learn how it will meet your specific needs, contact your nearest Tribune representative as shown below.

Capitalize on the Tribune's plan to drive your sales message home in the Great Chicago Market. No other advertising plan localizes your story so effectively. And no medium penetrates this rich area like the Tribune. Tribune rates per line per 100,000 circulation are among the lowest in America.

Chicago Tribune

The World's Greatest Newspaper

June average net paid total circulation:
Daily, over 1,035,000; Sunday, over 1,500,000

MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC., FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

A. W. DREIER, CHICAGO TRIBUNE
810 Tribune Tower, Chicago 11

E. P. STRUHSACKER, CHICAGO TRIBUNE
220 E. 42nd St., New York City 17

FITZPATRICK & CHAMBERLIN
155 Montgomery St., San Francisco 4

W. E. BATES, CHICAGO TRIBUNE
Penobscot Building, Detroit 26

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1) installations for hotels and banks—also a new use for refrigeration: seed potato storage plants. (Hitherto, India has had to import all its seed potatoes annually.)

In his "spare" time (his attractive wife sighs that Carl has worked night and day for 20 years) he operates a farm, a sand-and-gravel business, and tourist camps; and makes beautiful furniture by hand.

Old Man Nevinger is kind of proud of his boys. . . .

Down on the Farm

Alabama Mfg. Co.
1801-3 First Ave., N.
Birmingham 3, Alabama

Editor:

The writer has been reading REFRIGERATION NEWS so long that I will not say how long because it would make you and I realize that we are much older now than when REFRIGERATION NEWS first began.

We were for many years owner of the Leeds Supply Co. of Leeds, Alabama, but in 1936, we moved our business to Birmingham and went into the wholesale appliance business. Of course, we have read every issue of the NEWS since then. We have been the Alabama Appliance Co. since January 1936.

I liked your editorial, "How're You Gonna Keep 'em Off the

Farm?" We think that we have solved this problem in Alabama by making farm life profitable and attractive. Of course, it is necessary to operate 4-H Clubs to interest the boys.

The writer also owns the Alabama Mfg. Co. which manufactures Gem Dandy Electric Churns. We have been doing this for 9 years and according to the U. S. Census we were, in 1946, producing 63.3% of all the churns manufactured in the U. S.

For more than 25 years we have been promoting and developing the refrigeration and appliance business in the State of Alabama, West Florida, and East Mississippi.

Rural electrification is helping us more than anything else in keeping the farm boys on the farm.

C. R. REW, President

Bundy Makes the 'Post'

In a recent issue of the *Saturday Evening Post*, the unique Cost Savings Sharing Plan which the Bundy Tubing Co. installed some time ago is given quite a boost.

Readers of "Dope" will recall that

we described this "different" incentive-payment system some time ago. And we still think that the theory—no matter how it is applied in detail—will be the salvation of America's industrial system.

From friends at Bundy we have obtained the following interesting figures:

BUNDY TUBING CO. Detroit, Michigan

Results of a year's operation under the cost savings sharing plan as compared with the figures from the year previous

	April 1, 1945 through March 31, 1946	April 1, 1946 through March 31, 1947	
ABSENTEEISM			
Average on roll per day.....	1,085.2	1,238.7	
Average absent per day.....	106.4	68.7	
Percent absent per day.....	9.8%	5.5%	
Percent of improvement.....			43.9%
SCRAP			
Pounds of strip used.....	20,672,637	40,403,307	
Pounds of scrap.....	2,119,933	3,485,869	
Percent of scrap.....	10.25%	8.63%	
Percent of improvement.....			15.8%
GRIEVANCE			
Average hours per month.....	766	452	
Decrease in hours.....			314
Percent of decrease.....			41.0%
PRODUCTIVITY			
Tons produced.....	9,773	20,407.9	
Tons produced per man per day.....	.0415	.0699	
Tons produced per man per year.....	9.84	17.47	
Percent of improvement per day..			68.4%
COST SAVINGS SHARING PLAN SAVINGS			
Employees share earned.....		\$ 524,278.53	
Paid from company's share.....		2,184.12	
Total paid to employees.....		\$ 526,462.65	
Retained by company.....		\$ 522,094.37	
Total savings.....		\$1,048,557.02	
2,000 scheduled hours for the year; 23,338¢ average bonus per hour;			
\$462.51 amount paid to those who worked full scheduled hours.			
AVERAGE HOURLY RATE			
Average straight time rate per hour..	\$1.11	\$1.305	
Average Cost Savings Sharing Plan rate.....	.00	.233	
Total average rate.....	\$1.11	\$1.538	
Increase in rate.....			.428¢
Percent of increase in rate.....			38.57%
LABOR TURNOVER			
	Males	Females	Total
Average improvement per month....	52.5%	16%	43.5%

Looking Ahead to 1950

U. S. Bureau of Labor Statistics has prepared an analysis and forecast of our economic position in 1950. The picture is roseate, IF things work out. Some of the findings are summarized below:

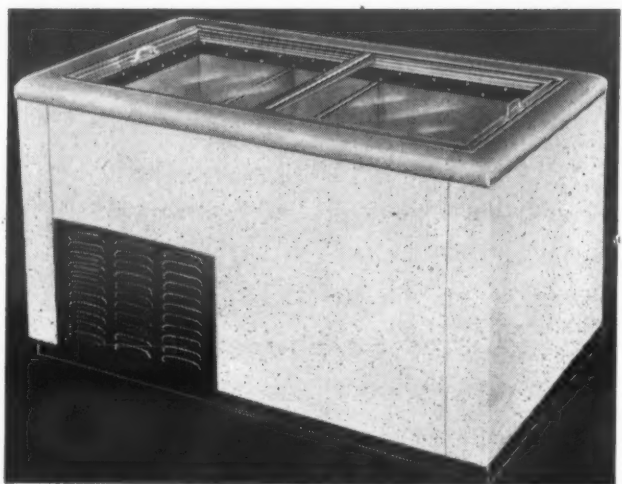
	(In Billions)
Wages and salaries.....	\$122.8
Supplements to salaries.....	5.4
Total employee compensation....	128.2
Corporate net income.....	14.9
National net income.....	184.8
Gross national product.....	215.5

The figure of 215.5 billions for gross national product in 1950 compares with a figure of 197.3 billions for 1945. Incomes will be divided as follows, according to the Bureau:

	(Millions of Units)
All incomes.....	45.0
Under \$500.....	1.1
\$500-\$999.....	2.7
\$1,000-\$1,499.....	3.7
\$1,500-\$1,999.....	5.0
\$2,000-\$2,999.....	10.9
\$3,000-\$4,999.....	14.2
\$5,000 and over.....	7.4

The figure of 7,400,000 consuming units in the \$5,000 and over class compares with a figure of 3,300,000 for 1942, an increase in the higher brackets of 124%, a significant factor in our overall economy. Analysis appears in the February 1947 issue of *Monthly Labor Review*.

A SMALL BOX—with all THE BIG FEATURES



Short of space? Here's a box especially designed for the "small volume" frozen food retailer. Compact—yet packed with all the features of a large cabinet, this box is short in size, long in quality and construction.

- | | |
|--------------------------------|-----------------------------|
| 10 CU. FT. SELF CONTAINED | ★ TUBING WRAPPED ON |
| HEAVY GAUGE STEEL CONSTRUCTION | ★ 4 SIDES |
| 2 SLIDING GLASS DOORS | ★ WHITE ENAMEL FINISH |
| 5 INCHES HYDROLINED INSULATION | ★ HIGH POLISH STAINLESS TOP |
| SAVES EXTRA INSTALLATION COSTS | ★ MAINTAINS ICE CREAM TEMP. |
| | ★ IMMEDIATE DELIVERY |

Write for full details

Distributed by
SUPER — COLD
NEW YORK CO., INC.

32-27 QUEENS BLVD.
L. I. C. NEW YORK

SINCE 1939...ZEROSAFE

by WILSON

THE GREAT NAME IN FREEZER DESIGN

SINCE 1939 Wilson ZEROSAFE has been the greatest reach-in farm freezer in America... THE NEW WILSON ZEROSAFE IS NOW GREATER THAN EVER BEFORE... Not a toy, but big, ruggedly beautiful, efficient, with stamina for years of low-cost operation.

SIZES FOR EVERY NEED FROM 15 TO 120 CU. FT.

FOR FRANCHISE INFORMATION ADDRESS DEPT. II: WILSON REFRIGERATION, INC., SMYRNA, DELAWARE



HORSEPOWER-- harnessed by HUSSMANN!

HUSSMANN Condensing Units are made in sizes from 1/4 HP to 2 HP, in both air-cooled and water-cooled types—to deliver efficient, effective refrigeration economically, quietly, and safely.

Vibration and noise are reduced to a minimum. The compressor and fan have been designed, and belt guard added for greater durability and more modern, streamlined appearance. The load is completely safe for all motors of proper rating, regardless of manufacturer.

And, to facilitate servicing and belt adjustments, a belt tightener has been added to the larger sizes. Furthermore, many parts are interchangeable throughout the entire line, for the sake of simplifying operations.

The newly improved HUSSMANN line of Condensing Units is truly an important contribution to the Refrigeration Industry—another outgrowth of HUSSMANN Know-How.



HUSSMANN REFRIGERATION, INC.
HUSSMANN BLDG. • ST. LOUIS 6, MO.
THE NAME THAT STANDS FOR Completeness IN FOOD STORE REFRIGERATION EQUIPMENT

Optimum Office Air Conditioning Produces 75° at 50% R.H. (Summer), Says Leopold

CORONADO, Calif.—Thermostat settings of 75° F. and relative humidities of 30% in winter and 50% in summer are probably the optimum for buildings housing a group of sedentary office workers, other conditions being satisfactory, believes Charles S. Leopold, consulting air conditioning engineer.

A former president of the American Society of Refrigerating Engineers, Mr. Leopold discussed "Conditions for Comfort" at the recent semi-annual meeting of the American Society of Heating & Ventilating Engineers here.

Pointing out that the term "comfort" is subject to many definitions, he emphasized that "for actual installations, the criterion should be:

"What conditions are acceptable to the greatest number who do not have to pay for the maintenance of these conditions and who are unaware that a test is being conducted?"

Cost Is Important

"For house heating, if the master of the house must pay a high fuel bill, he quite likely will find an optimum which compromises with his pocketbook. His guests will be just plain cold.

"In any building, if the subjects know that a test is being conducted, they tend to interpret their sensations and are likely to report what they think they should feel. Many people seem to believe it is a virtue to endure cold indoors."

Several air conditioning installations in office buildings where satisfactory conditions resulted from temperatures in the range of 74° to 77° were cited by Mr. Leopold, who went on to say:

"Mass demonstrations... lack the accuracy of well conducted laboratory experiments, but they have the great virtue of numbers and the absence of conscious psychological factors or systematic errors due to the employment of a few trained subjects.

"The thought that an appreciable percentage of people will be dissatisfied regardless of conditions is not supported by observation of systems properly designed and operated," he avers. "In drawing conclusions from field experience, however, it is advisable to exclude from the data systems in which:

"(1) The draft problem has not been thoroughly solved; (2) there are pronounced unbalanced radiant effects; (3) constant conditions cannot be maintained throughout the day because of limited capacity.

"If laboratory work does not agree with the mass experience, we should then question either: (1) the laboratory technique, or (2) the mental process whereby the results of the laboratory are applied to every-day living."

Uses 'Discomfort Chart'

Absence of important comfort zone data from the A.S.H.V.E. comfort chart, as published from 1932 to 1945, was discussed by Mr. Leopold, who explained that he himself uses a "Discomfort Chart" based on results of research conducted by A.S.H.V.E.

Optimum effective temperature for winter, for example, is shown on the A.S.H.V.E. comfort chart as 66° ET (effective temperature), whereas A.S.H.V.E. research has raised this figure to approximately 67.5° ET, according to Mr. Leopold, who says, "this would mean a winter temperature at 30% relative humidity of 74° F., instead of 72° F. shown on comfort charts, and is in substantial accord with the field observations previously stated.

"If an attempt is made to account for the shift in desirable winter effective temperature by a mass change due to acclimatization, we are still confronted with our inability to explain the improbable shape of the original curve, other than by belief in the virtue of enduring cold indoors. In actual installations, temperatures tend toward the high side as people who are too cool appear more annoyed than people too warm," declared Mr. Leopold.

"Some experimenters have used the words 'pleasant' and 'unpleasant' to denote the opinion of the test subjects. It is frequently pleasant to be stimulated or calmed but neither condition is necessary to optimum comfort of a group," he avers.

"Fortunately, the substantial agreement of field and the A.S.H.V.E. laboratory tests provide a firm basis

for design. Control is rendered relatively easy as in many cases it is unnecessary to change thermostat settings throughout the year. For example, a room with outside exposure will tend to drift above thermostat setting in summer and below in winter....

"Experiments show that a change of about 6° E.T. (approximately 7.5° D.B.) is required for one individual to go from 'comfortably cool' to 'comfortably warm,' or vice versa. Why then," asks Mr. Leopold, "the need for such accurate control?"

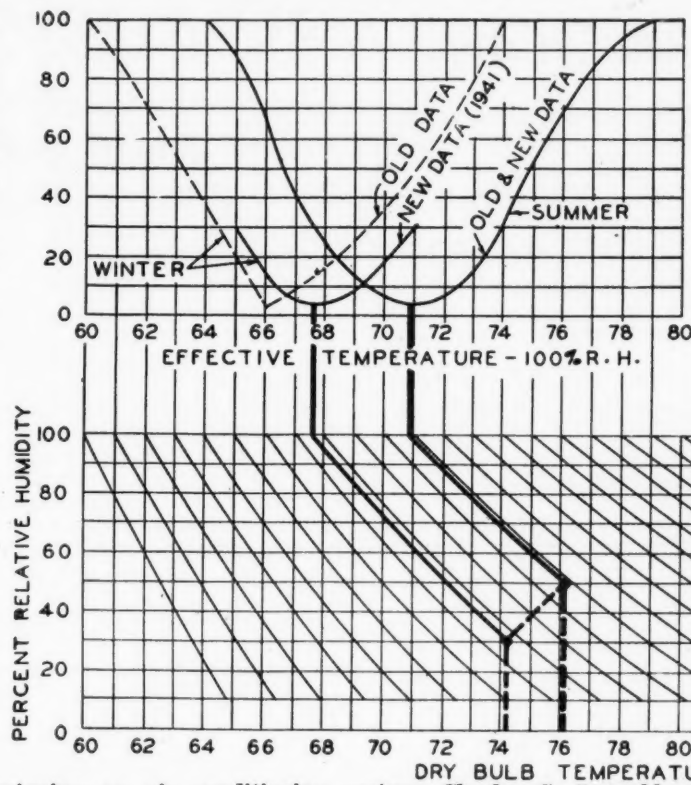
"First, one individual cannot be warm or cool if he wishes to remain unaware of atmospheric and temperature conditions, as the slightest change in air motion or temperature would be noticeable, and, second, we are usually dealing with more than one person."

He shows by chart how best conditions for one individual may represent cool or warm for others, and that this effect seriously narrows the range of acceptable conditions.

The optimum conditions recommended by Mr. Leopold, are, he says, "approximately right for comfort, and there would be no reason to deviate unless and until it could be demonstrated that people should be made uncomfortable for the good of their health. The burden of proof is on the advocates of low winter and high summer indoor temperatures.

"Buildings in general, office buildings in particular, are conditioned in

DISCOMFORT SCALE—IN PERCENT OF PEOPLE EXPERIENCING DISCOMFORT.



DISCOMFORT CURVES

INTERPRETED FROM A.S.H.V.E. COMFORT CHART AND SUBJECT TO SAME CONDITIONS

In designing an air conditioning system, Charles S. Leopold, widely known consulting engineer, uses this "Discomfort Chart" instead of the conventional comfort chart. As shown here, the optimum conditions for sedentary office workers figures out to be 75° F. with relative humidities of 30% in winter and 50% in summer, according to Mr. Leopold.

order that the occupants may work without the discomforts due to temperature and atmosphere. Conditioning such a space provides more pleasant living, and, as such, is one of the considerations in the complex employer-employee relationship. This phase may be the major consideration.

"In an office building with adequate windows, in the absence of air conditioning, employees tend to blame nature for their discomforts, but the moment it is air conditioned and the windows closed, management assumes responsibility," says Mr. Leopold.

"With an adequate conditioning system they should reach their ob-

jectives of good employee-employer relationship; with an inadequate system they may not only fail to gain good will but may actually incur ill will. There would appear little justification for an installation which appreciably compromises with optimum results as to comfort conditions."

Greatest Achievement in
COOLING

SINCE



ICE TONGS WERE
DISCARDED

ROGERS SC-500
5 TON CAPACITY
SELF-CONTAINED

AIR CONDITIONING UNIT
Unexcelled for use in
homes, stores and offices. All automatic controls, internal wiring and charge of Freon-12 refrigerant included.



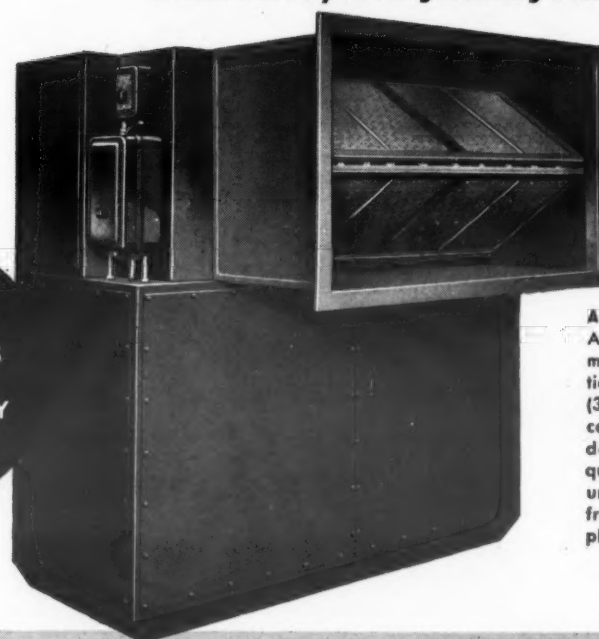
AVAILABLE
IN
3-5-7 1/2-10-15
20 and 25
TON CAPACITY
UNITS

ROGERS SELF-CONTAINED AIR CONDITIONING UNITS

A look into the superior features of ROGERS Conditioners proves you can look forward to performance that fulfills the post-war promise of the industry. Here's a new and vastly higher standard of efficiency in packaged air conditioning... units that meet every requirement of architect, engineer and contractor.

That's why hundreds of users of ROGERS Conditioners and men responsible for their installation all agree... that for every commercial, industrial and institutional air conditioning application—ROGERS units offer most in ease of installation, appearance, durability and economy of operation.

Easily Transformed to Year Round
Conditioner by Adding Heating Coil and Humidifier



ROGERS SC-1000
10 TON CAPACITY
SELF-CONTAINED

AIR CONDITIONING UNIT
A heavy duty unit for medium size installations. Note narrow width (30") permits easy access through standard doorways without requiring disassembly of unit or removal of door frames. Shipped complete, ready to operate.

ROGERS CONDITIONERS ARE EASILY INSTALLED — SIMPLE TO SERVICE

Interchangeability of access panels, fresh air knock-outs and utility connections on both sides, make for maximum convenience in servicing. Installation is quickly performed and inexpensive:

1. CONNECT TO WATER PIPES.
2. CONNECT TO ELECTRICAL CURRENT.
3. THE UNIT IS READY FOR OPERATION.

LITERATURE AND SPECIFICATIONS for Air Conditioning Units. Write for BULLETIN NSC. For Dehumidification write for BULLETIN NCD.



R. B. ROGERS COMPANIES INC.

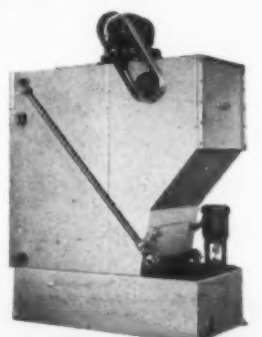
1120 LEGGETT AVE., NEW YORK 59, N. Y.

Manufacturers of Equipment for Air Conditioning, Refrigeration, Heating and Ventilation.

Where there's a Humidity Problem!

ROGERS SYSTEM OF CHEMICAL DEHUMIDIFICATION WITH TEG

This efficient system is a modern development for the control of humidity in air. Manufactured exclusively by ROGERS, the equipment utilizes triethylene glycol (TEG) as a dehumidifying agent. This system offers the most effective means of controlling moisture in the air for comfort and industrial processing. Gives independent control of humidity and temperature. Another great advantage of (TEG) is its power to destroy air borne bacteria. Thus, in the ROGERS System moisture content of the air is controlled and the air itself sterilized. Easily installed, with completely automatic, simple equipment.



MODERN REFRIGERATOR PLANT FOR SALE

Located in good steel center city. Fully equipped with modern metal and wood-working machinery in one story building of over 40,000 square feet and additional land for expansion. In full operation on commercial coolers with dealers everywhere. Sale to include buildings, land, equipment and good desirable inventory.

Box 2407, Air Conditioning & Refrigeration News

Wall WIRE
PRODUCTS COMPANY
PLYMOUTH • MICHIGAN

Makers of
REFRIGERATOR SHELVES • STAMPINGS
FORMED AND WELDED PRODUCTS

Eventually, every
shelf in a
Refrigerator will
be a Stainless
Steel Shelf.

'SPLASHY' ADVERTISING CAN PAY

Commercial Firm's Sales Jump 8-Fold In 2 Years' Time

MINNEAPOLIS — Does splashy newspaper advertising and showmanship in merchandising pay off in the commercial refrigeration field? Well, figures (the bookkeeping kind, that is) don't lie, and they prove that such methods pay off for Northwest Equipment Co. here.

Last year Northwest Equipment, which handles Tyler commercial refrigerators and a wide line of other commercial refrigeration items, jumped into newspaper advertising in a pretty big way, using Sunday rotogravure sections, and spending \$11,000 on this type of advertising.

Result? Sales volume jumped to \$400,000 per year from an average of \$150,000 per year in previous years.

This year, according to Riley Whitmore, who with J. D. Faber runs the company, has budgeted \$20,000 for this type of newspaper copy, and sales have been hitting around \$100,000 per month thus far, and Mr. Whitmore thinks a \$1 million gross for the year is quite a good possibility.

IN THE ROTO SECTION

Most of the time the individual advertisements in the rotogravure section will feature one installation, picturing the proprietor and the equipment. In the June 29 issue of

PLEASE SERVE YOURSELF

FROZEN FOODS

Tyler Cases... mean more satisfied customers

Mr. Elmer B. Stassen chooses Tyler cases as the best in the field of commercial refrigeration for his Glewwe Food Market, 511 Marie Ave., South St. Paul

Attractively packaged foods, easy to reach, in immaculate white enamel. Serve Yourself Tyler Cases. Shopping is easier and faster for your customers when you use Tyler equipment. Customers like to come back again and again. They prefer your store because Tyler equipment displays top quality merchandise to its very best advantage.

Northwest Equipment Company is an association of expert refrigeration engineers capable of solving any problem in the refrigeration field. We install only the finest nationally known and proven fixtures and we stand back of every installation with a guarantee that means long years of satisfaction and trouble-free operation.

NORTHWEST Equipment Co.
Established 1927 3021 5th Avenue South-RE 8241

This shows how Northwest Equipment Co.'s advertisement for commercial refrigerator equipment, featuring a user (in this case the brother of presidential candidate Harold Stassen) appeared in the Sunday Rotogravure section of the "Minneapolis Tribune."

DISTRIBUTORS!...

A Sensational Value...for Immediate Delivery!
Great New "GOLD SEAL" De Luxe...



Double Duty DISPLAY CASE

Up-to-the-minute engineering and ultra-modern design... plus an extraordinary low price, make this new Gold Seal display case America's best buy. Top Quality reflected in every feature: Vitreous porcelain enamel exterior... gleaming porcelain interior walls... four inches of fibre-glass insulation... stainless steel back... full length heavy duty capacity coils... triple plate glass front... double pane glass sliding doors... baffled refrigeration for controlled air circulation... corrosion-proof stainless steel shelves and liners... non-glare fluorescent lighting... and other preferred features.

Available in 6 foot, 8 foot, and 10 foot lengths.

Shipped Crated Complete, F.O.B. New York — IMMEDIATE DELIVERY



GOLD SEAL REFRIGERATION INC.

4412 Park Ave.

New York 58, N. Y.

Distributors! These display cases, priced exceptionally low, will prove real business-builders. Choice territories still open. Write today for full details.

the *Minneapolis Sunday Tribune*, for example, the advertisement showed a man who bears a very close resemblance to one of the leading figures in our political scene, and a prominent piece of the copy states:

"Mr. Elmer B. Stassen chooses Tyler cases as the best in the field of commercial refrigeration for his Glewwe Food Market, 511 Marie Ave., St. Paul."

This was a piece of good showmanship. Many Twin Cities residents would immediately spot the name "Stassen," and many of them would either know or guess that the man pictured was the brother of Harold Stassen, former governor of the state and an announced candidate for the presidency of the country. In good taste, however, there was no reference made to this relationship anywhere in the advertisement.

WASTE CIRCULATION—SO WHAT?

"Sure, we know that we get a lot of what is called 'waste circulation'—the big percentage of the readers of the Sunday roto sections don't give a hang about the stuff we're selling," Mr. Whitmore says.

"But, we do know that we are reaching nearly everyone who is interested in what we're selling, or who may be interested at some future date."

Part of the rest of the copy in the advertisement featuring Mr. Stassen stated:

"Northwest Equipment Co. is an association of expert refrigeration engineers capable of solving any problem in the refrigeration field. We install only the finest nationally known and proven fixtures and we stand back of every installation with a guarantee that means long years of satisfaction and trouble-free operation."

Such forms of testimonial advertisements have the virtue, of course, of making the individual customer featured in them a solid supporter of Northwest Equipment. To spread this "good will" over a greater number, Northwest occasionally takes a full page and publishes pictures of perhaps 20 installations, varying the type so that the copy won't prove too dull or monotonous.

"One of the most direct results we get from such advertising," Mr. Whitmore points out, "is the lead it gives us with a newcomer to a business that needs some of the equipment we sell."

"Take the man who has been thinking about opening a market, a bar, or an ice cream parlor. He keeps collecting all the information he can find about how such a place operates, and we've had them come in many

months after an advertisement has appeared, and see them pull a clipping of it out of their pocket and ask—

"Do you still handle this type of equipment?"

Mr. Whitmore and his associates don't neglect other forms of promotion. A very complete prospect list is kept up to date, and direct mail is sent to it regularly.

Messrs. Whitmore and Faber have a lot of pretty unusual but effective ideas on selling and on the function of the service department in an organization such as theirs, which make another story. However, they have one theory about selling that is a fair way off the beaten path, and the manner in which they exploit it has the "different" touch.

'TLL SEND THE BOSS'

The theory is that "personalities" have a lot to do with the matter of whether or not a sale is made. If the salesman who makes the first contact feels that he is not going to score, he backs out and sends another man. But here is the "gimmick" in the deal.

When the firm's man who doesn't think he is going over and is about to beat his retreat, he says something like this:

"Well, I'm just here to sort of see what you need."

"I'll send out the boss to see you."

Even if it's Mr. Whitmore or Mr. Faber who is making that first call, they'll still say—

"I'll send out the boss."

This serves to flatter the prospect so that even if the next man who comes out may be the most junior salesman in the organization, the prospect has the feeling that he is talking to the top man.

"There's no reason for a salesman to feel hurt if he can't get going with a prospect," Mr. Whitmore explains. "There's a good chance he just doesn't click with the thinking of the prospect, and it's just good business to give someone else in the organization a crack at it."

FREEZ-ALL HAS ALL!

**THE Original
DRAWER TYPE
Freezer**

Product of:
**REFRIGERATION DIVISION
Portable Elevator Mfg. Co.
Bloomington, Illinois**

New L.I. Store Goes 'All Out' for Self-Serve Meat Sales

Dept. Supply Kept Adequate Through Unique Relay System

HEMPSTEAD, L. I. — Customers of the new Grand Union Co. store which opened here recently at 334 Fulton Ave. may purchase fresh meats either at a standard service counter or from a huge self-service display, with the surety that the meats have been protected by specialized refrigeration "all the way."

This, the fifth store to be opened by the Grand Union Co. chain, has gone "all out" for self-service in meat sales. Facilities include a 12x18 ft. meat-cutting room in the basement, air conditioned to 50° F., a huge adjoining walk-in refrigerator for meat storage which features compartmented sections for temperatures from 38 to 50° F., and both enclosed and open display refrigeration.

The two meat departments on the floor level are connected with the basement cutting room and storage room by means of an electrical intercommunication system. The head butcher keeps a constant check on the turnover of meats in both the service and self-service meat departments and relays his orders to butchers in the refrigerated cutting room, to keep stock correctly balanced. An electric escalator and dumbwaiter carries meat from the cutting room directly behind the service counter, where the meat is checked before being placed on display.

Built in an L-shape, the meat department consists of a 38 ft. enclosed service department on the left, with the self-service meat department up against the rear wall of the store, with self-service meat displays in 33 feet of open Hussmann-Ligonier cases. Twelve feet of open self-service fish and meat specialty cases are also included.

All packaged meats are wrapped in a special stain-proof cellophane, weighed out, and priced by the butchers before being placed on display from the rear. The self-service case is divided into beef, lamb, pork, veal, poultry, delicatessen meats, liver, smoked meats, and luncheon meats.

"We have found that the ideal means of operating a self-service fresh meat department is to maintain maximum safety with refrigeration from the time the meat is received until it is sold to the customer," J. Davenport, vice president of the Grand Union Co. chain indicated.

"We have no spoilage or shrinkage loss in the cutting room, and storage at the correct temperature means that there is no deterioration of flavor. Except for the brief period when the meat is being packaged, it is kept under the precise proper temperature, and we find far less discoloration of the meat and cellophane wrapping."

Housewife's 'Unfamiliarity and Inexperience' with Freezer Are Biggest Obstacles to Mass Selling, 'Rock' Smith Avows

NORTH CHICAGO, Ill.—The "biggest obstacle that the home freezer industry must overcome," says G. H. "Rock" Smith, Deepfreeze vice president and general manager, is the housewife's "unfamiliarity and inexperience with home freezing."

"Now that the 'thin' market has been sold, we must tackle the basic and difficult job of educating the masses. It's a problem we all must face if we are to experience a continued volume business in home freezers."

The occasion prompting Mr. Smith's statement was the calling of a recent four-day conference of Deepfreeze regional and district managers in Burlington, Wis. One of the main

items on the agenda for the conference was the "education" of every distributor salesman in the practical advantages of a home freezer.

"The home freezer is an entirely new product," Mr. Smith emphasized. "It represents a different problem, from a sales viewpoint, than any appliance that has ever been merchandised. Home freezers provide a new service for the housewife with which she is entirely unfamiliar. Over the years her food and housekeeping habits have never involved the long-time storage of foods. . . ."

"The vacuum cleaner replaced the broom, but the problem of keeping the home clean is centuries old.

"The electric refrigerator replaced

the ice-box, but everyone was familiar with the difficulty and inconvenience of emptying the drain pan, slimy drains, waiting for the ice man, dirtying up the kitchen floor, and inadequate refrigeration.

"Thus, the homemaker's unfamiliarity derives from the fact that she has never heretofore been conscious of a need for low temperature storage.

"You can go over every service that modern appliances now provide in the home and you will find that they are a basic improvement on a problem that has been familiar to the housewife for ages," asserted Mr. Smith. "These appliances were offered to sympathetic and under-

standing buyers. This is not true of the home freezer."

Crux of the whole problem, Mr. Smith feels, is this:

"No woman has awakened in the middle of the night and said, 'If only I had a home freezer, my work would be easier, it would cost less money to feed my family, I would have better food, more leisure time, and better health.'"

Losing In '46, Anemostat Corp. Shows Profit for 5 Months

NEW YORK CITY — Anemostat Corp. of America reports a net profit of \$49,770 for the five months ended May 31. This is in contrast to a loss of \$22,201 for the same period of 1946.

Backlog of unfilled orders on June 1, 1947 was more than \$2,000,000 compared with a backlog of about \$1,500,000 on the same date last year.



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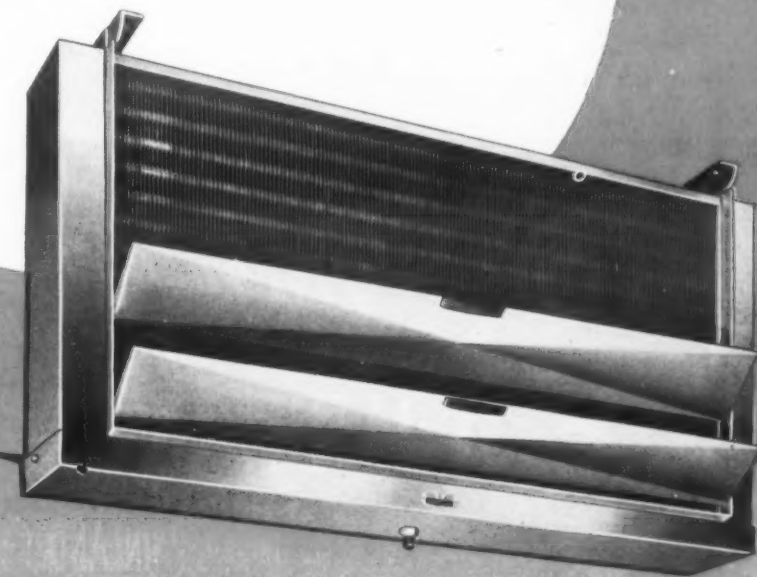
● Literally champions! In smart styling, advanced design, and because they have an air-tight record for superior cooling at minimum operating cost. Peerless Unit Coolers never let

their users down! Now more than ever, these coolers substantiate their reputation for "More Refrigeration per Dollar." New models, new improvements, everything which contributes to utter satisfaction is included in their make-up—beauty, compactness, unfailing mechanical performance! Attractive casings are heavy gauge, highly polished aluminum. In these units the basic Peerless policy stands out clearly—to produce low cost equipment by engineering developments, not by cutting corners! No sacrifice has been made in construction, materials or workmanship—nothing spared to make Peerless Unit Coolers the champions of their class.

● For superior performance specify all these PEERLESS products: Flash Plates, Flash Coolers, Unit Coolers, Ice Cube Makers, Fin Coils, Off Center Coils, Expansion Valves and Capacity Boosters. Write for details.

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Item No. 1 In Gauging Appliance Sales:

Dealers Should Clear Inventories Clogged With Inferior Merchandise, Truesdell Warns

CHICAGO—It may be a very costly process but appliance dealers should now get rid of inventories of inferior products with no consumer demand or acceptance, according to Leonard C. Truesdell, vice president in charge of marketing for Hotpoint Inc.

"If we find our pipeline clogged with bad inventories, I certainly feel it would be wise to clean it out immediately so that we can have a good, clean channel for moving profitable items," Mr. Truesdell advised a recent meeting here of the National Retail Furniture Association.

"Continuing to hold slow-moving inventories, lacking in proper quality

and appeal, can only handicap the flow of profitable merchandise," he declared while discussing ways to keep the retail part of the appliance distribution pipeline operating smoothly.

The Hotpoint executive also suggested that "every retailer should give serious consideration to the number of brands or lines he is attempting to put through his channel of distribution."

"I sincerely believe each retailer should carefully study and evaluate his own abilities to move merchandise," he said. "Carrying too many lines requires too much inventory investment, accentuates the possibility of excessive inventory mark-

downs, and at the same time makes it necessary to present a confused selling story to his customers."

"It is dangerous to make optimistic sales goals unless we have a full appreciation of what is required to reach these goals and are prepared to really do what is required of us," he warned. "There is no room for a lot of wishful thinking but little real action."

In order to know how his business is progressing, Mr. Truesdell recommended that each dealer watch closely these "gauges": Size of his prospect list, floor traffic, "batting average" in selling prospects, percentage of sales from his entire market, inventory reports, and ad-

vertising costs. He had this to say about each of these "meters."

Size of prospect list: "Since paying overhead depends on sales and sales depend on prospects, do you check up on your appliance department regularly? Do you know if you are getting an increasing or decreasing number of prospects? Are your prospects good ones? Have you checked to see how many are still interested in the goods you have to sell? Do you know for sure why your prospects may have purchased elsewhere?"

"I can sincerely tell you that I have known retailers all over the country who never consider this a job to handle personally."

Floor traffic: "Are you getting enough people inside your store to look at appliances? Millions of people will buy appliances within the next 12 months. How many are shopping around but skipping or missing your store? . . ."

Sales 'Batting Average'

"Batting average" in selling prospects: "Have you checked up to determine if you are getting sales or just demonstrating? It costs money to get prospects—then why not spend a few dollars to set up a system that will tell you if your selling organization is turning prospects into sales."

Percentage of sales: "Have you talked with your friendly competitors or your wholesalers to find out if you are getting your share of sales in your market? For years I have worked with retailers who thought they were getting their share but actually were missing out. . . ."

Inventory reports: "If they are high today you had better check the type of product you are putting into your pipeline. Be sure you have the quality products in inventory. . . ."

Advertising costs: "While you naturally will not spend a lot of advertising money on brands that are in short supply, I suggest you give this matter real consideration. I suggest it is good business to start right now with a sensible amount of advertising to build up an association between your store and the good brands you handle."

Turning to methods of improving the effectiveness of business operations, Mr. Truesdell called for greater emphasis on selling the product in promotions, advertising, and displays.

"I believe each retailer should help create a local demand for his product," he stated. "Make the customer want the appliance more than a new car or fur coat. Make him

want your brand by selling features and value more strongly. The effect may be intangible but it is definite and will contribute to your future growth."

He also urged the furniture men to "make sure you are really having a sales training program."

"You cannot train a man in two or three meetings," he stressed. "It's a big job and a continuous one. It deserves your personal interest and attention. . . ."

Predicting that appliance selling in the future will emphasize complete package kitchens or laundries rather than single appliances, Mr. Truesdell urged his listeners to be alert to this trend.

"Perhaps you won't always sell the whole deal," he remarked, "but you can sell the idea and complete the whole deal before the credit account is finally paid out. It's a perfect 'add on' program and will help you to sell all the appliances instead of letting some of the sales slip away to a competitor."

He also urged the dealers to get behind "new items that are coming along at a terrific rate—such things as electric dishwashers, disposals, metal cabinets, and clothes dryers."

Material, Wages Are High

"We are in an expanding industry that might well prove to be the outstanding industry in American business," he concluded. "Millions are going into building new plants such as the \$20,000,000 Hotpoint is spending on range, water heater and dishwasher facilities alone."

Opening his talk, Mr. Truesdell predicted that prices will not be reduced.

"The cost of material and wage rates preclude anything like that happening in the predictable future," he said. "A good many furniture men are thinking of appliance prices in terms of pre-war even though the commodities they go out to buy themselves have increased sometimes more than 100 per cent."

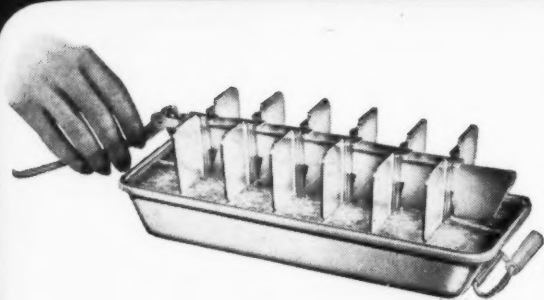
"Actually," he reminded his audience, "appliance prices are not high in ratio with any other types of merchandise. The average increase in price is considerably lower than it is on several items and it is still possible to buy a complete electric kitchen . . . for less than the cost of an automobile."

He claimed it was found that those dealers who have been complaining about prices do not have any stock of good appliances.

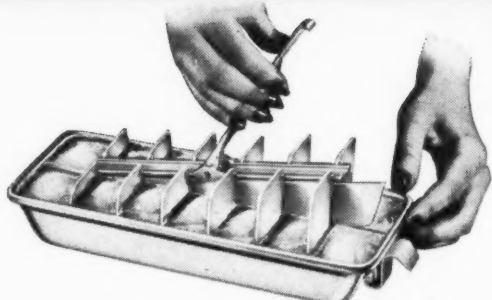
"People are buying all they can get," he maintained.



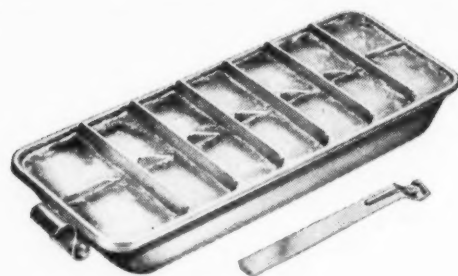
A Complete New Post-war Line of ICE CUBE TRAYS!



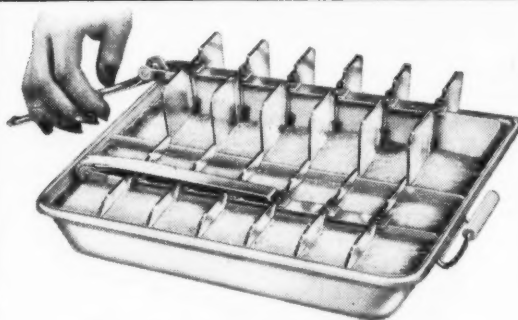
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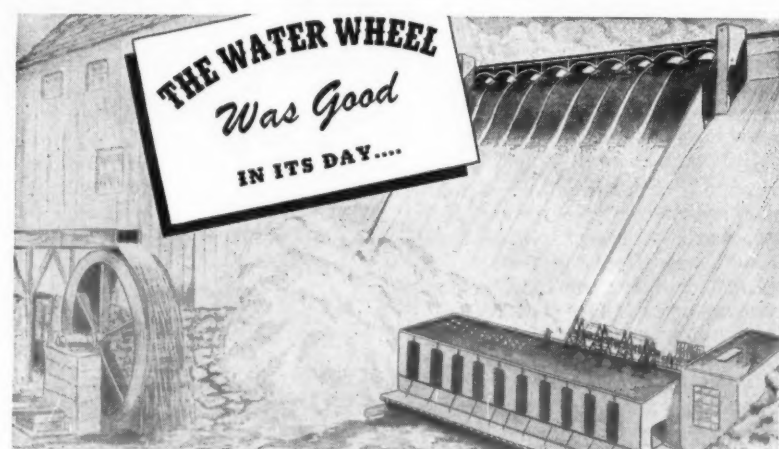
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ever before with easier, quicker ice cube release and faster freezing. And remember, there's a new, improved Inland Post-war ice tray for every requirement and purse.

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Field Report

What are dealers, distributors, servicemen, and the others on the industry's front lines thinking about today? These "Field Reports"—extremely popular in prewar days—now give NEWS readers the latest ideas of the men closest to the all-important consumer.

Appliances Displayed Separately Give Salesman Opportunity for Specialized Effort, Dealer Says

TOLEDO—"When you are trying to sell a \$290 refrigerator you need to display it to its best advantage. It should be set off by itself and not backed up to a washer."

Those are the sentiments of Don Thompson, manager of the appliance department of the Art Furniture Co. here.

To give not only refrigerators, but every appliance handled by the store that same advantage, the company has set up a modern, trim showroom a few doors from the main building on busy Monroe St.

In the 30 ft. by 30 ft. showroom, which will not be officially opened until about Sept. 15, refrigerators, ranges, washers, radios, and other appliances are set out in neat rows. All of each type appliance are grouped together. Every grouping is so set up that it is readily visible from the street.

"The whole idea in establishing this separate display room is to give specialized treatment to appliances," Mr. Thompson declared.

NOT WITH FURNITURE

"They cannot be displayed well on the same floor with furniture. The two need entirely different treatment and when they are combined, both suffer," he feels.

"And, too, separate displays allow the customer and the salesman to concentrate better on a particular product. The salesman, particularly, can learn his merchandise better this way," he averred.

Mr. Thompson emphasized that moving the appliances into a separate building is in no sense a divorce of the appliance department from the store proper. Salesmen will continue to work in both places, he said.

Even though the official opening is still some time away, the appliance display room is currently being used to exhibit the company's wares. When a salesman has a prospect for an appliance, he takes the prospect to the showroom for a demonstration.

OPEN TWO NIGHTS A WEEK

Too, on Mondays and Fridays, when the store is open until 9:30 p.m., the appliance showroom is also opened, Mr. Thompson stated.

Appliance sales offer no difficulty for Art Furniture Co. at present. The store can move all the appliances it can get, he indicated.

The store maintains a prospect list, which is mainly "a wishful list," he

said. This list, he asserted, is composed chiefly of old customers who are willing to wait for the particular brand appliance that they want.

However, the store does maintain another prospect list, which Mr. Thompson considers to be much more important. That is a list of persons who have already bought an appliance, and who will soon be in the market for another one.

For instance, if a customer comes in and purchases a washer, then the store lists her as a future prospect for an ironer or dryer.

Though a fair share of the store's business is done on time, Mr. Thompson has not yet found the size of the down payment to be a problem to purchasers. However, he said, "in three to six months it will be quite a problem. Right now we are in competition chiefly with the grocer. Later we will be in competition with other appliance dealers. Then the size of the down payment will start causing trouble."

Mr. Thompson stated that the store hasn't been taking in any trade-ins yet.

"The policy of our store has always been to give the customer the best break possible. And, naturally, the customer can do much better by selling his old refrigerator himself than he can by turning it in on a new one. A classified advertisement will do the trick.

"Put yourself in the place of a secondhand refrigerator prospect. You would prefer to know who has had that refrigerator and what kind of care it has had.

"After all, the refrigerator in a home has individuality. It reflects the personality of its owner.

"Put that same refrigerator on a display floor with a group of other refrigerators and it is just another box. It is not nearly as attractive to the prospective buyer."

Mr. Thompson looked glum when home freezers were mentioned. He thinks that freezer market surveys have given the manufacturers a bum steer.

L. A. Appliance Firm Organized

LOS ANGELES—Lakeside Electrical Appliance Co. has been incorporated in Los Angeles County, with a capital of \$100,000. Directors are: Claude B. Foote, James M. Sullivan, and Bernice H. Foote, all of Los Angeles.

If Output Is Up, Why Do We Get Less? Asks Dealer

TOLEDO, Ohio—"We read in the trade papers that production of refrigerators is going up every day and yet we aren't getting as many as we did last year or even six months ago. What are the manufacturers doing with them?"

That is the big question in the minds of B. J. and E. B. Janiszewski, father and son owners of the Electrical Home Appliance Co. on Toledo's industrial north side.

In this they are quite typical of other local dealers.

The Janiszewskis have been operating from their La Grange St. location for the past 40 years. Naturally, they have gotten to know their customers, mostly workers in nearby factories, quite well.

Their store, they feel, has earned a reputation for fair dealing and their word on the products they sell is accepted readily by old patrons.

As a result, they feel they have a pretty solid waiting list of prospective purchasers of major appliances. "These people," they said, "are now buying by brand name and they are willing to wait until we get the appliance they particularly want."

"Our customers like the deluxe models of the new refrigerators," E. B. Janiszewski declared, "but they are finding the price too high for their means."

About 75% of them are still paying cash for their purchases, he revealed.

Home freezers? The Janiszewskis do sell some, but they find that demand has dropped in the past couple of months.

Attention-Getters at Dealer Opening



In Blue Island, Ill. recently John Merlyn's appliance store bid for attention on opening day by having these three models from the Chicago theater on hand to act as hostesses.

"If a man has made up his mind that he wants a home freezer, he will come in and buy one, but if he hasn't, you can talk your head off to no avail," E. B. Janiszewski asserted.

"Sales so far," he said, "are mainly to men who like to hunt and fish and want a place to keep their meat."

Bargains are what attract trade to the Electrical Home Appliance Co., he declared. So, the store runs a display advertisement once a week

in a local paper featuring some special bargain.

It also runs a daily classified advertisement because "the country trade from outlying districts seem to follow the newspaper want ads rather closely."

The Janiszewskis indicated that they haven't had much luck with other types of promotion and find that they get the best results from regular advertisements in the newspapers.

Your stomach can't tell winter from summer



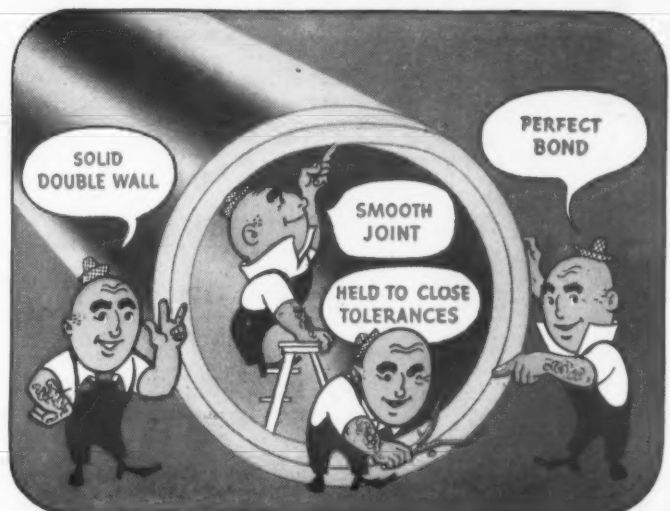
1. **GARDEN-FRESH** peas and corn are tempting lures for many people, while others prefer juicy garden beets or tasty lima beans. Whatever the choice, they agree on this—the fresher, the better! Housewives today can answer this call, even in winter. But they need help to do it.



2. **SILENT PARTNER** in preserving summer freshness all year around is the modern freezer unit. At home or in the store, these units keep food so super-fresh, you can't tell by tasting whether it's winter or summer. But freezing units themselves need help to do this job well.



3. **BUNDYWELD** tubing in condenser and evaporator coils, compressor lines and connecting tubes helps bring dependability in freezer units. Bundyweld's many other uses include carrying fuel, oil, lubricants, vacuums and hydraulic fluids in motor vehicles and gas in modern ranges.



4. **BUNDYWELD** is different from other tubing. A single strip of basic metal, coated with a bonding metal, is rolled continuously twice laterally into tubular form, then metallurgically bonded by intense heat—carefully controlled—to form a solid, double wall tube, held to close dimensions.

5. **TAKE** the recommendation of many engineers and product designers who recognize the advantages of this unique, superior tubing. Specify Bundyweld. Let Bundy Research and Engineering Departments show the advantages of Bundy Tubing for your product. Available in steel, Monel and nickel. Bundy Tubing Company, Detroit 14, Michigan.

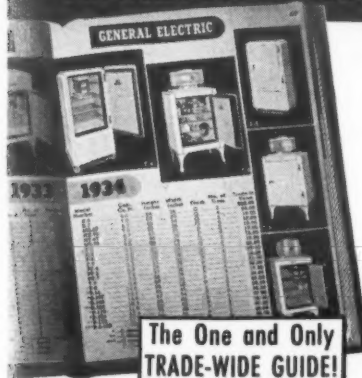
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Contractor Develops Packaged Air Conditioner Market In Mansions of Wealthy Palm Beach Residents

WEST PALM BEACH, Fla.—Selling multiple installations of packaged room coolers to wealthy winter residents of nearby Palm Beach has proved to be a profitable business for the John H. Couse Co., York air conditioning and refrigeration contractor here.

Letting the other air conditioning contractors go after the professional office business, Mr. Couse decided to place his emphasis on home installations. Since making that decision, he said, he has sold more than 200 package coolers.

"I don't keep up a prospect list," he declared, "but instead keep in mind the names of men whom I know can afford to purchase package coolers, and telephone them for an appointment to demonstrate the unit."

He explained that he "engineers" each installation individually, preferring to put three or four units in one home than "to spread them too thin" over his market. He recently outfitted one residence with six ¾-ton units.

"It is merely a matter of getting sufficient tonnage to cool each room individually," Mr. Couse asserted, "and making the home owner understand that package room coolers can only do so much and no more. We advocate a central cooling system of larger capacity when necessary."

Experience has taught him, Mr. Couse said, to use no less than a ¾-ton unit for residential room cooling. Half and quarter-ton package coolers, he has found, are insufficient



A mechanic in the John H. Couse Co. shop in West Palm Beach, Fla., tests and adjusts a packaged air conditioner destined to cool the home of one of the wealthy patrons of the famous winter resort nearby.

to remove the high relative humidity always present in this area.

"Since I have been selling package coolers, I have only received two smaller units," he related. "I installed a ½-hp. unit on a cabin cruiser and a ½-hp. unit in an amateur photographer's darkroom. Other than that we have concentrated on the ¾ and 1 ton capacity units."

Mr. Couse employs a ¾-ton unit to cool his own office and showroom. Window displays and a weekly advertisement in the local Sunday paper are his only other promotion.

Yet, Mr. Couse said, "We're selling all we can get and probably will not be able to catch up with all our prospects this year."

Air Conditioning Ends Dust Plague In Big Office Space

CLEVELAND—What used to be one large office plagued by dust and dirt from an adjacent factory area is now a lot of smaller, cleaner, more efficient offices.

That, briefly, is the story of the Dobeckmun Co., converter, printer, and laminator of film and foil. Credit for the transformation is given to the installation of five Chrysler Airtemp packaged air conditioners.

"In the past we were dependent entirely upon open doors and windows for ventilation," states W. D. Schofield, office manager, "and because of this we were unable to separate those departments with noisy mechanical equipment from those requiring noise-free working conditions through installation of ceiling height partitions."

Besides that, he continued, during summer months the temperature in the office was so high it was cutting into employee efficiency. And every time someone opened a window the resultant dirt and dust further complicated the cleaning and maintenance problem.

At this point the Dobeckmun Co. arranged with the Spohn Heating & Ventilating Co. of Cleveland to have the five Airtemp units installed. This was engineered in such a way as to permit the erection of the office partitions, preclude the necessity of opening windows, and maintain controlled temperature as well as filtered air flow.

Dailard on Perfecold Staff

LOS ANGELES—Walter T. Dailard, former sales representative for the National Cash Register Co., has joined the sales staff of Perfecold Refrigeration Co. of Los Angeles, it was announced recently by L. M. Peterson, manager.

Mr. Dailard's background includes 18 years of selling experience.

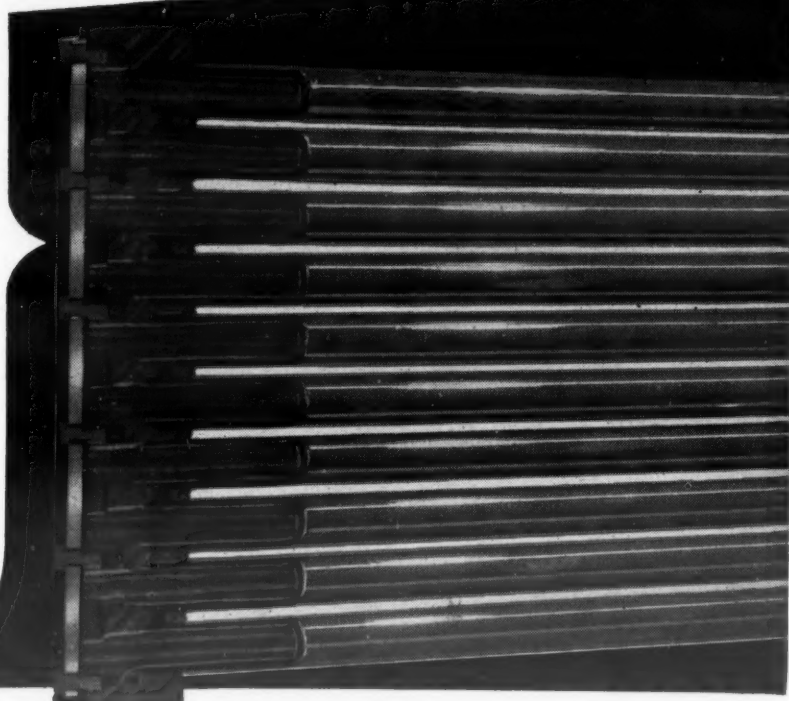
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Answer:

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One of the surest ways to obtain economical condenser operation is to get the maximum heat-transfer capacity by taking the most heat from the refrigerant in the shortest period of time.

Halstead & Mitchell's New Two-Stage Condenser design makes possible greater concentration of copper water-tube surfaces in the lower portion of the condenser. The smaller top water tubes allow ample refrigerant space, thereby eliminating resistance or pressure drop and affording the lowest possible head pressures.

The new Two-Stage design improves refrigerant velocity and increases heat-transfer efficiency. Thus, with this construction, greater heat-transfer values are affected.

HM Condensers available from ½ to 10 H. P. from wholesalers in principal cities.

HM

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Wholesalers in principal cities Write for descriptive literature.

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TEMPERATURES
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TYPHOON
AIR CONDITIONING

The handsome compact appearance of the TYPHOON self-contained air conditioning unit belies its rugged construction—an engineering achievement backed by over 30 years of practical experience.

Each unit is made to deliver full rated capacity under most difficult conditions—12,000 BTU's of air conditioning performance for every ton of rating. TYPHOON's exclusive large flow-turn cooling coils and the oversized all-copper condenser, are two of the many features that make for trouble-free performance and maximum customer satisfaction.

TYPHOON UNITS ARE BEING PRESOLD BY NATIONAL ADVERTISING

A few dealer territories are still open

Write for complete information



Complete air conditioning: Cooling, filtering, moisture removal, non-draft circulation—easy to install—low upkeep—3-ton, 5-ton, 7-ton sizes—full rated capacity.

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Division of Ice Air Conditioning Co., Inc.
794 Union Street Brooklyn 15, N. Y.

474 BUYER'S GUIDE

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REFRIGERATION & AIR CONDITIONING

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It's DIFFERENT,
BIGGER & BETTER

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SERVICE 2732 N. ASHLAND
COVERS THE NATION CHICAGO 14, ILL.
Dept. B

Fleischman Freezer Moves, To Add New Models to Line

NEW YORK CITY—Fleischman Freezer Co., Inc. has recently moved to new and larger manufacturing quarters at 450 South Blvd., the Bronx, the company has announced.

As a result of the move, faster delivery schedules are expected on the firm's 10 and 20-cu. ft. self-contained freezer cabinets, and on the 20-cu. ft., remote-type model, it added.

Fleischman indicated that it is now planning to add new models to its freezer line.

Dried Fruit Sales Increase 50% by Using Refrigeration, Omaha Supermarket Finds

OMAHA, Neb.—In current hot weather when most retail food stores have discontinued selling of dried fruits, the Hinky-Dinky Super Market, 18th and Chicago Sts., is doing a thriving business on this item by turning over a portion of one of the many self-service refrigerated display cases to dried fruits.

The idea has been so successful during the past two years that the Hinky-Dinky management has decided to use it in all its stores, according to Manager Maurice Breen.

Sale of dried fruit is increased better than 50% by using refrigeration, Mr. Breen states, and in addition refrigeration cuts down spoilage and returns to near zero.

By posting a sign, the store informs customers that dried fruit in the summer time is kept under refrigeration: "Dried fruit under refrigeration for your protection . . . prunes, peaches, figs, pears, raisins . . . Serve more dried fruit—rich in Energy."

So important are dried fruits at Hinky-Dinky that, during the cooler months, three 20-ft. shelves are used to display them. Limited refrigeration facilities prevent such a large display during the warm months, but Mr. Breen says it is still a "major" in the battle to hold the price line.

Batts Refrigeration Gets Charter To Buy and Sell In N. Carolina

DURHAM, N. C.—Batts Refrigeration Sales Co., Inc., of this city, has just received a charter from the Secretary of State to buy and sell refrigeration equipment. Authorized capital stock is \$25,000. Incorporators: Edna W. Batts and H. H. Thacker, both of Durham, and Beulah B. Dickerson, of Raleigh.

Gruber Will Represent Jordon In N. Y. Territory

PHILADELPHIA—Jordon Refrigerator Co. here has announced the appointment of Theodore Gruber as factory representative to cover the New York area.

Mr. Gruber, who will make his headquarters in Rockefeller Center, will cover metropolitan New York, Long Island, Connecticut, and Rhode Island.

T. Gruber

American Flange Names Ferro-Therm Distributor

CHICAGO—A new distributor of Ferro-Therm steel insulation to cover midwest and central states areas was announced by American Flange & Mfg. Co., Inc., with the setting up and appointment of Midwest Ferro-Therm Distributors, Inc., whose headquarters will be in Chicago.

William J. Donahoe, president of Midwest Ferro-Therm Distributors, will be assisted by a staff of engineers and consultants in the cold storage and housing fields, including Sidney Frisch, William N. Alderman, and Arthur C. Heimerdinger. The designated areas which this organization will cover are the states of Illinois, Indiana, Kentucky, Missouri, Iowa, Wisconsin, and Minnesota.

Air Conditioning, Refrigeration Installations Highlight Reopening of Two Kansas City Eating Places

KANSAS CITY, Mo.—Two first-class eating places here have reopened to the public, after improvements including the overhaul of air conditioning and refrigerating requirements by the Copeland Refrigeration Co.

The Weiss Restaurant-Lounge in the historic Coates House, Kansas City hotel, opened with much fanfare, following complete renovation. Reminiscences of stage coach days, when the Coates House was the depot for the colorful horse-drawn transportation, is carried over into the current motif.

And behind the soothing atmosphere of the "rejuvenated" Ambassa-

dor hotel are new air conditioning facilities.

A total of seven Copeland refrigerating units, totaling 15 hp., and providing cooling and freezing temperatures for the dining room as well as the kitchen and storage space, were installed at the Weiss establishment. N. Baraban, president of the Copeland firm, estimated his contract at slightly more than \$16,000.

Two 7½-hp. Copeland compressors were installed at the Ambassador to maintain the necessary low temperatures against summer heat and to keep perishables safely. Refrigerating the hotel's Walnut Room, kitchen, and freezer cost about \$11,000.

LARKIN... the leading manufacturer of complete commercial and industrial refrigeration and air conditioning equipment



LONG and productive experience, keeping step with advanced engineering skill and conscience, has made Larkin products recognized leaders in industrial refrigeration and air conditioning. Our manufacturing processes have explored the entire range of possibilities for improvement—and our present roster of products covers every phase of this growingly important field. Origination and patenting of the cross-fin coil is just one example of technical enterprise that has established the Larkin line. Bright and imaginative finishes on what might otherwise be drab and purely utilitarian equipment is another advance which illustrates our completeness in design and production. For variety . . . versatility . . . and performance . . . look to Larkin.

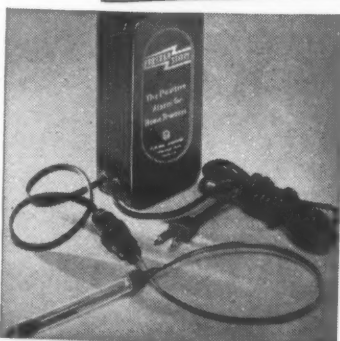


519 MEMORIAL DRIVE • S. E.
ATLANTA • GEORGIA



THE WATCHDOG OF THE NATION'S FOOD SUPPLY

FREEZER SENTRY



THE POSITIVE ALARM FOR ALL FROZEN FOOD CABINETS

• The simplest device you have ever seen to warn of mechanical troubles. Designed for use in any low temperature cabinet. Can be installed in two minutes by anyone.

Buzzer, battery operated. Trickle charger insures five-year battery life. Buzzer operates 100 hours. Actuated at plus 12°F by mercury contact. No thermostat to get out of order. Action is as positive as gravity.

A package item that sells itself on the first service call, or to new owners of freezers.

Immediate delivery. Write us for details and discounts.



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They'll Do It Every Time By Jimmy Hatlo



It's Time To SELL Again!

HEY! TUBES EXPANDED INTO FINS BY 5000 LBS. HYDRAULIC PRESSURE

DEHYDRATED CORE

NON-CORRODING ELECTRO TITAN PLATED ALL-COPPER CORE NON-FROST FIN SPACING

DIRECTIONAL AIR CONTROL

LIGHT WEIGHT PERMANENTLY RUST-PROOF CABINET

Select FEDDERS Unit Coolers

ON THEIR PLUS FEATURES

LOW AIR VELOCITY SAVES SHRINKAGE

BOTTOM PAN REMOVABLE FOR CLEANING, AND LOOK AT THAT BIG DRAIN CONNECTION!

CONVENIENT HANGERS AND ACCESSIBLE FLARED CONNECTIONS... SAVES FLARING ON JOB

FULL DEPTH CASING ENCLOSING FAN

BROAD BLADE QUIET FAN RESILIENT MOTOR MOUNTING

CAPACITY BALANCED FOR STANDARD CONDENSING UNITS

SURE OVERSIZE HEAT EXCHANGERS

NO! YOU DON'T NEED ANY UMBRELLA! INSULATED PAN DOESN'T DRIP

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COMPLETE RANGE OF SIZES

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AIR CONDITIONING AND REFRIGERATION News

F. M. COCKRELL, Founder

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Don't Be Afraid of Air Conditioning, Mr. Dealer

DURING the last 18 weeks the writer and several other editors of AIR CONDITIONING & REFRIGERATION NEWS have been living out of suit cases. We have covered the country from the Atlantic to the Pacific, and from Canada to Mexico, in an attempt to find out what dealers and distributors, servicemen and jobbers, manufacturers and customers were thinking about.

"What's on their minds? What's eating on them? What do they want? How can the industry-as-a-whole help them solve their problems?" These were questions we asked, and for which we have tried to provide answers in recent issues of the NEWS.

Because the editors of the NEWS are tremendously interested in air conditioning, and because we believe earnestly that our subscribers are the men who are most likely to awaken this Sleeping Giant, in every interview we tried to learn:

- (1) What was the local market potential for "packaged" air conditioners?
- (2) What had been done to cultivate and promote that market?
- (3) How much did the dealer know about air conditioning?

Results of these random surveys have been most discouraging and disheartening. Almost none of the so-called "prestige outlets" (department stores, furniture stores, chain stores, hardware stores) seem to be aware that "packaged" air conditioners eventually will provide a marvelous opportunity for profits and increased volume.

Here and there, now and then, in scattered cities we'd find a specialty merchandiser who believed that air conditioning is going to be a big business "some day." But this fellow, believe us, is a rare specimen. Most of the dealers we talked with evidenced an odd apathy toward air conditioning. They couldn't figure out "what's in it for us."

A smaller segment of specialty dealers (usually those lads who have been in business for more than a decade) will admit that they *should* know a great deal more about air conditioning—and how to sell it?

But to whom can they turn? Where can they buy soundly-engineered products? Where can they get selling helps and promotional aids? Who's going to teach them what this intriguing product will *do* for their valued customers? Those are good questions.

It's a fact that air conditioning has been neglected by the manufacturers who could do the most to advance its progress during this hectic postwar period. Many of the largest, most powerful, and most experienced builders and sellers of home appliances haven't even begun to produce a line of room air conditioners.

They've channeled their scarce sheet-steel, castings, and electric motors into those most-demanded replacement items on their list of products. In a harried effort to catch up with the backlog of orders for refrigerators, ranges, washers, etc., they have neglected—understandably—to protect their stake in the air conditioning business.

So the unconsciously vicious circle whirls. Manufacturers can't produce. Dealers can't offer. Salesmen can't sell. Prospects are ignored. The market lies dormant.

Some day, in the not too-distant future, America's enlarged factories are going to roll out so many automobiles, refrigerators, and wiggits that our consuming populace will be stuffed up to the eyebrows with the conventional, well known "aids to better living."

When that time comes, appliance manufacturers will *welcome* the "plus business" which air conditioning promises. And so will their dealers and distributors.

Will they be ready and well-equipped to capitalize upon the world's latent desire for air conditioning? Not unless they change their ways and their attitudes.

Air conditioning is useful. It is wanted. And air conditioning units can be produced at a profit.

But make no mistake about this: Air Conditioning must be *sold*, and sold first of all to the dealers. As matters stand now, appliance dealers are just a little bit scared of the air conditioning business. It hasn't been sold to them properly.

Now Automatic Laundries Use Them



As an added service these days many automatic laundries in different parts of the U. S. are installing water coolers for the convenience of patrons. These privately-owned commercial establishments, which feature washers, dryers, and ironers, also furnish play pens for children, lounge chairs, and other conveniences. Now with water cooler output greater than in any previous year (according to REMA) automatic laundries are providing a new market.

1 Water Cooler Per 44 Workers Keeps Ranco Plant on Its Toes

COLUMBUS, Ohio—Six hundred employees, and not one has to walk more than 50 ft. to get a drink of cool, refreshing water!

That's the record of the Columbus plant of Ranco, Inc., indicative of a new trend in the promotion of worker efficiency.

Plant managers, endeavoring to compensate for higher wages by encouraging increased efficiency among workers, are turning to water coolers as a means of saving time, boosting morale, and bettering employee health, it is pointed out by spokesmen for water cooler companies in the Refrigeration Equipment Manufacturers Association.

The Ranco plant, where electrical controls are produced by a factory staff of more than 600 persons, offers an excellent example of a modern industrial establishment properly equipped with water coolers.

Ranco uses 14 10-gallon bubbler type coolers scattered throughout its plant from lobby and offices to assembly lines and cafeteria. E. C. Raney, Ranco president, says that water coolers "... add greatly to the efficiency of our employees in both our shop and our offices."

Additional evidence of the usefulness of water coolers in industrial plants is to be found in the million dollar candy plant recently completed by the Walter H. Johnson Candy Co., makers of "Powerhouse" candy bars. Water coolers, both bottle and bubbler type, are included along with air conditioning for the increased efficiency and health of employees.

PLAYSAFE

USE
CHICAGO SEALS
and
VALVE PLATES



Air Conditioner To Make Polio Operation Possible

CORPUS CHRISTI, Tex.—Success of a special operation on an infantile paralysis victim will be partially dependent on an air conditioning unit, according to doctors in charge of the case.

The unit was installed in a room at Spohn hospital recently after an appeal was made to the Nueces County chapter of the National Foundation for Infantile Paralysis. The directors approved the purchase of the \$450 unit.

The child victim was stricken several years ago and her condition had become much worse in recent months. An immediate operation became necessary but it would call for the child to remain in a cast, extending from her knees to the top of her head. Physicians considered the operation inadvisable unless she could be confined in an air conditioned room.

The new unit which the hospital procured can be installed anywhere in about two hours and will be available in case of future need.

Refrigerated Case Spurs Drugstore Candy Sales

OMAHA, Neb.—Installation of a new refrigerated candy case and promotion of the installation through prominent display and frequent newspaper advertising has boosted the sale of candies "400 or 500%" over normal expectancy at Powers Drugstore here this summer.

The management pointed out that keeping the case near the front entrance where it meets the eye of every customer has created a phenomenal increase in sales during the hot months.

Weekly newspaper ads this summer carry inserts with such phrasing as "We have a large supply of fine candy kept fresh in our new refrigerated candy case." Greatest benefits derived from refrigerating candies have been to the higher-priced merchandise which patrons purchase for gifts for hospital patients, special occasions, and the best girl friend, according to the Powers management. Especially heavy selling has been experienced in the \$1.75-to-\$3.50-per-package price range.

With Refrigeration, New Use Is Found for McIntosh Apple

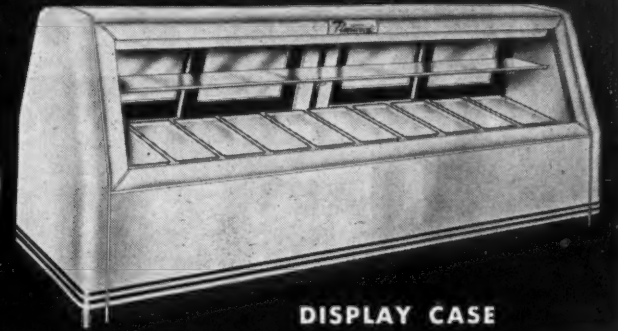
ROCHESTER, N. Y.—McIntosh apples, traditionally known as an eating apple, can now be prepared for the bakery trade through the use of refrigeration.

This fact was brought to the annual convention of the New York and New England Apple Institute by Dr. B. E. Proctor, director of the department of food technology of the Massachusetts Institute of Technology.

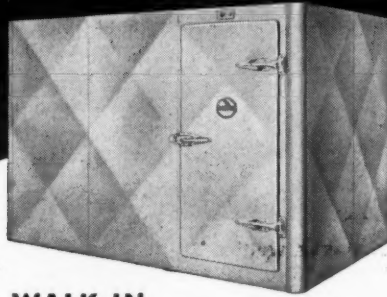
By a process of firming the flesh of the apple through a calcium treatment, followed by freezing, the McIntosh can be preserved for pie-baking, Dr. Proctor told the convention.

Two Outstanding Names in Refrigeration

Fleetwood Airflow



DISPLAY CASE

WALK-IN
COOLER

Fleetwood

Refrigerated Display Cases.
Reach-In Refrigerators.
Flexible Tubing.
Condensing Units.

Airflow

Sectional Walk-In Coolers.
High Market Walk-Ins ...
Plain Storage Walk-Ins.
Beverage Coolers.
Electric Beer Systems.

Fleetwood Airflow
INC. WILKES-BARRE, PA.

CUSTOM-BUILT EQUIPMENT THAT SETS THE NATION'S STANDARDS

THE MASTER SERVICE MANUALS - - -

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

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Right down the middle!



You'll keep out of the rough if you depend on Kelvinator. For there's a complete inventory of refrigeration parts and supplies available at any one of Kelvinator's 50 convenient depots.

Whether you order by phone or mail, or stop in for over-the-counter service, you can be sure of quick delivery on quality products. Products that conform to Kelvinator standards of excellence ... competitively priced.

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Kelvinator

CONDENSING UNITS
REFRIGERATION PARTS AND
SUPPLIES



BUY KELVINATOR FOR ALL YOUR REFRIGERATION REQUIREMENTS

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GRAND HAVEN MICHIGAN

To Preserve it "PH" it
with a **REACH-IN Cabinet**



PUFFER-HUBBARD
ANOTHER CASE OF GOOD REFRIGERATION ENGINEERING

- ✓ Electric Welded Steel Frame
 - ✓ Welded Interior Porcelain Lining
 - ✓ Porcelain Exterior
 - ✓ Exclusive Grad-u-matic Air Conditioning
- The only refrigerator with this patented feature

Also Manufacture
Dough Retarding Cabinets
Self Serve Veg-Cases
Dry Beverage Coolers
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Write for
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All these plus

All these features and many other refinements are combined into every Puffer-Hubbard cabinet to make it today's best buy. Solid door or glass door models with Thermopane Triple Glass. Also available, icemaker units.

PUFFER-HUBBARD MFG. Co.

★ *The Mark of a Good Case*
GRAND HAVEN, MICHIGAN, EST. 1898

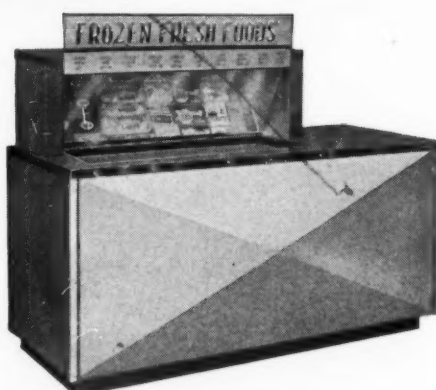
ROGERS QUALITY LINE
of Refrigeration

Frozen Foods Salesman

Every store selling Frozen Foods, from small grocery store to giant superstore, wants one—needs one!

Open top display shows the foods, makes self-service easy, rapid, satisfactory.

Heavy duty compressor.



Walk-in Cooler

Dealers can invite their customers to "walk in and get one" because they are ready for immediate delivery.

Shiny and attractive in appearance and easy to keep that way. All metal clad inside and out, built for permanence and service.

Dry Beverage Cooler

Best looking on the market. Rapid cooling, high capacity. Lids slide away or lift out. All compartments can be open at the same time.

Rogers refrigeration units are finished in Stainless Steel or polished Aluminum.

DEALERS WANTED

Write, wire or phone today for information on franchise.

Immediate Delivery!

W. ALLEN

ROGERS

Industries

BOX 272-AC

DEMOPOLIS, ALA.

Ebco Mfg. Co. Turns Out New Bottle-Type Cooler

COLUMBUS, Ohio—Designed for use where plumbing connections are not available, or where bottled spring water is preferred, is a new bottle-type electric water cooler by the Ebco Mfg. Co.



Known as the Oasis model OB-4, the new cooler is especially adaptable for cup service in offices, retail stores, waiting rooms, lobbies, hospitals, and homes.

Finished in Oasis brown opalescent lacquer, the cabinet is of heavy gauge galvanized and bonderized steel,

strongly welded in construction. The lower front panel is easily removed for access to the condensing unit. Ebco's exclusive perforated corner grilles in the front panel add a touch of smartness and afford cross-ventilation to the condensing unit.

The top of the unit is of brown vitreous porcelain enamel on steel with a black molded rubber bottle gasket that is odorless and does not affect the taste of the water.

Capable of serving approximately 80 persons per hour, the new cooler is equipped with a cooling unit of the storage tank type, which holds four quarts of properly cooled water. The tank, which is of stainless steel, is completely cooled by flattened, spiral copper refrigerant coils securely bonded to the outside and insulated by a minimum of 2 1/4 in. of ground cork on all sides, top, and bottom; completely sealed with hydrolene.

The aluminum drip receptor is finished to match the cabinet. A stainless steel, louvered, anti-splash tray with convenient lift-out knob adds to its utility. A quart mason-type glass jar increases waste storage capacity to three pints.



Orley Freezer Lid Swings Utility Tray In Position

DETROIT—Orley Freezers, Inc., here announces it is now in full production on a new, improved 7.5-cu. ft. home freezer which "stores up to 300 pounds of food." The freezer retails for \$259.50.

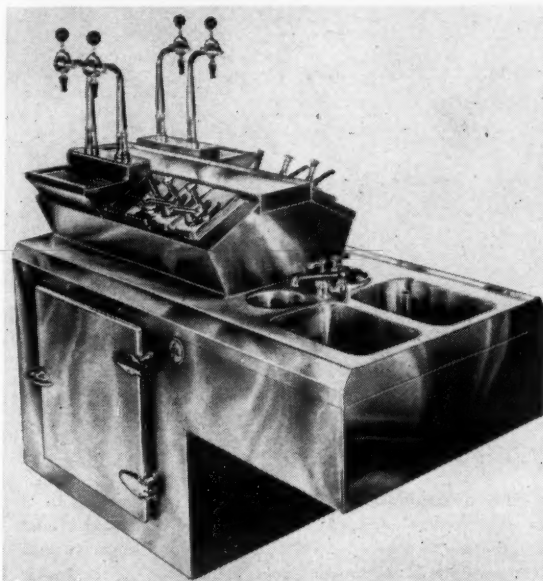
Two features emphasized in the announcement are the "Speed Flo" principle of coolant action for freezing and storage in a single unit and the "Handeez-Tray" which swings into position as the lid is raised. Jellos, ice cubes, ice cream, and puddings can be frozen on the tray. Other features of the "Super-Seven" include an aluminum interior, 29-in.-wide "Insto-Freezer" shelves, "cold captor" panel, and hermetically-sealed unit. A "no coil" aluminum-type evaporator is reported to maintain a constant temperature for quick-freezing.

The freezer is constructed of 20-gauge steel and all seams are spot-welded. It has an infra-red-baked white enamel finish with chrome trim and extruded vinyl-rubber seal. Exterior measurements are given as height, 36 in.; front to back, 28 in.; and width, 33 in. Interior measurements are depth, 19 1/4 in.; front to back, 23 in.; and width, 29 in.

Orley claims the "Super-Seven" provides "fifty percent more freezing and storage space in 30 percent less space than ordinary home freezers of like capacity."

What's New

Ace Ice Cream Adds 2 Center Island Fountains to Line



Two new soda fountains have recently been added to the line of products made by Ace Ice Cream Cabinet Corp., Bronx, N. Y. One of them (shown at left) is a bobtail. This unit comes in three sizes: 5 ft. with 2 sink compartments; 6 ft. with 3 sink compartments; and 7 ft. with 3 sink compartments. Not shown is Ace Ice Cream's new 100% creamer manufactured in 20, 30, 40, and 50-gal. capacities.

Tenney Cooling Unit Fits Behind Reach-In Mullion

NEWARK, N. J.—A new down draft cooling unit for placement behind the mullion of reach-in refrigerators, dough retarders, back bars, and beverage coolers has been announced recently by Tenney Engineering, Inc. here.

The unit is manufactured in three sizes, designed to cool boxes up to 30, 42, and 65-cu. ft. capacity, according to Tenney officials.

Cooling effect capacities of the three sizes are 1,600, 2,500, and 3,000 B.t.u. per hour based on a 15° temperature difference between box temperature and refrigerant, they stated.

The Tenney mullion units are made with polished aluminum casings. The motor is mounted on the wide air intake with direct connected air circulating fan in the top of the casing.

The fan is rated at 1/20 hp. and 1,550 r.p.m. and has a capacity of 160 c.f.m. of air.



Sizes of the units range from 9 in. by 19 1/4 in. by 17 in. to 9 in. by 27 1/4 in. by 17 in. Each unit is furnished with mounting brackets, motor, fan, Tenney TS-1 thermostatic expansion valve, drip pan, and outlet connection.

National Stamping Designs 2-Burner Hot Plate

CHICAGO—A Two-burner electric grill is being manufactured by the National Stamping & Electric Works here. It is claimed that the grill offers a compact, lightweight, and easy to use stove.

Each burner is six inches, and the appliance is finished in black enamel. Reciprocating rotary switches dial three degrees for various cooking temperatures, according to the manufacturer.



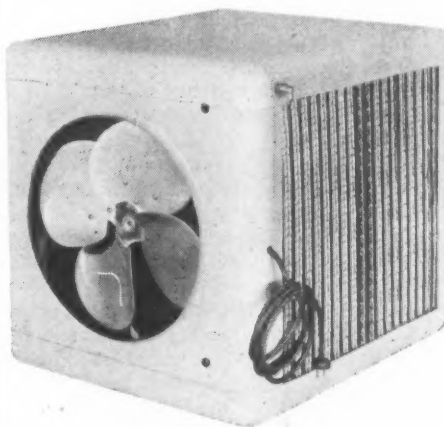
HOT WEATHER

SPECIAL!

DEALER PRICE

\$32.95

F.O.B. LOS ANGELES



GRANT EVAPORATIVE COOLER

Specifications: 1250 C. F. M., 1/25 H.P., 26" long, 23 1/2" wide, 24" high, 8 sq. ft. of pad area, shipping weight 55 lbs.

Crated and available for immediate delivery.

Cash in on this desert-type of air conditioning. Grant room coolers will keep you comfortable even on the hottest days.

U. S. GRANT SUPPLY CO.
1170 S. Hill St.
Los Angeles 15

Gentlemen:

Please ship me Grant Evaporative Coolers, immediately!

Name

Street

City..... Zone..... State.....

'Moistrol' Eliminates Drip Tray



"Moistrol," a new development used in the Admiral Dual-Temp refrigerator, is a method of moisture disposal which eliminates the storing of excess moisture in the box and the work of emptying a drip tray, according to Admiral Corp. officials. As seen in the picture at the left, a white plastic plate covers a drainage tube leading to a plastic receptacle mounted above the dry storage bin. Excess moisture collecting in the bottom of the liner drops into the tray and is evaporated by means of a series of hot coils immersed in the tray.

Business Failures Will Quadruple Next Year, Western Credit Men Told

SAN FRANCISCO—Business casualties are apt to be pretty heavy next year. In fact Henry H. Heimann, a key credit man in the U. S., figures four times as many as in 1947 will drop by the wayside in 1948.

As executive manager of the National Association of Credit Men, Mr. Heimann was painting a dark picture for a joint meeting of the Credit Managers Association of Northern and Central California and the San Francisco Commercial Club.

Pointing to the facts that new businesses had been started at the rate of 2,000 per day during 1946 and 1947 and that California had led the nation in this category, Mr. Heimann forecast that this state would likewise suffer heaviest from business failures when the going got tough.

Though foreign demand for American products has managed to "delay" the recession a bit, Mr. Heimann continued, one is likely in about five or six years. The only means of avoiding a recession, he thought, would be to adequately prepare for it.

Bradley Manages New M-H Branch In Fresno Area

FRESNO, Calif.—A new branch office of the Minneapolis-Honeywell Regulator Co. has been opened here to serve the San Joaquin valley area, C. L. Peterson, Pacific Coast regional manager, has announced.

Temporarily located at 1357 N St., the office is being managed by Clyde N. Bradley, recently appointed district representative.

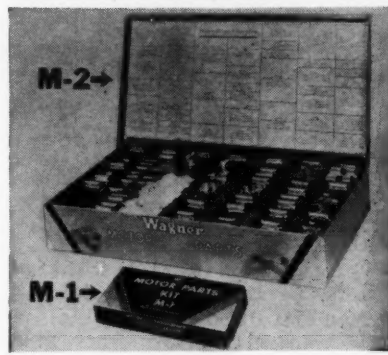
Mr. Bradley was formerly with the San Francisco office.

A-1 Refrigeration Established

BELLFLOWER, Calif.—A-1 Refrigeration Service is the firm name under which Robert F. Chambers has published a certificate that he is conducting business at 242 West Flower St., here.

Head of J. P. Gilboy, nc. Dies; Son To Take Over Business

SCRANTON, Pa.—J. P. Gilboy died here recently leaving the operation of J. P. Gilboy & Son, Inc. to his son, Jack Gilboy, Jr.



Wagner M-1, M-2 Repair Kits Return to Market

ST. LOUIS—Wagner motor repair parts are again available in two handy kits, the small M-1 for servicemen to carry with them, and the large M-2 for convenience and economy of stocking replacement parts in the shop.

The M-1 container is of heavy fibre, 11½ in. long, 6 in. wide, and 1½ in. deep. It contains a variety of 61 replacement parts most commonly needed in repairing appliance type motors up to and including ½ hp., including sleeve bearings, brushes, and switches. Shipping weight is 3 pounds.

The M-2 drawer-type container is of sheet steel, 24½ in. long, 13 in. wide, and 4 in. deep. It contains an assortment of almost 700 fast-moving replacement parts for repulsion-start induction and capacitor-start motors up to and including 3 hp. Shipping weight is 46 pounds.

Each kit has a list of contents printed on the inside cover.

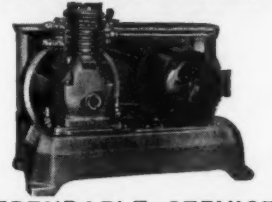
2 Wilson Refrigeration Firms To Export Goods

SMYRNA, Del.—Entrance of Wilson Cabinet Co., Inc., and Wilson Refrigeration, Inc., here into the export market was marked by the recent appointment of Gardiner Trading Corp., New York City, as their export distributor.

John E. Wilson, Jr., president of both companies, said Gardiner representatives will distribute Wilson products—including freezers, milk coolers, walk-in cold-storage vaults, and normal-temperature reach-in refrigerators—in all countries except Canada.

Paul A. Hunker has been named technical consultant for Gardiner on the Wilson account.

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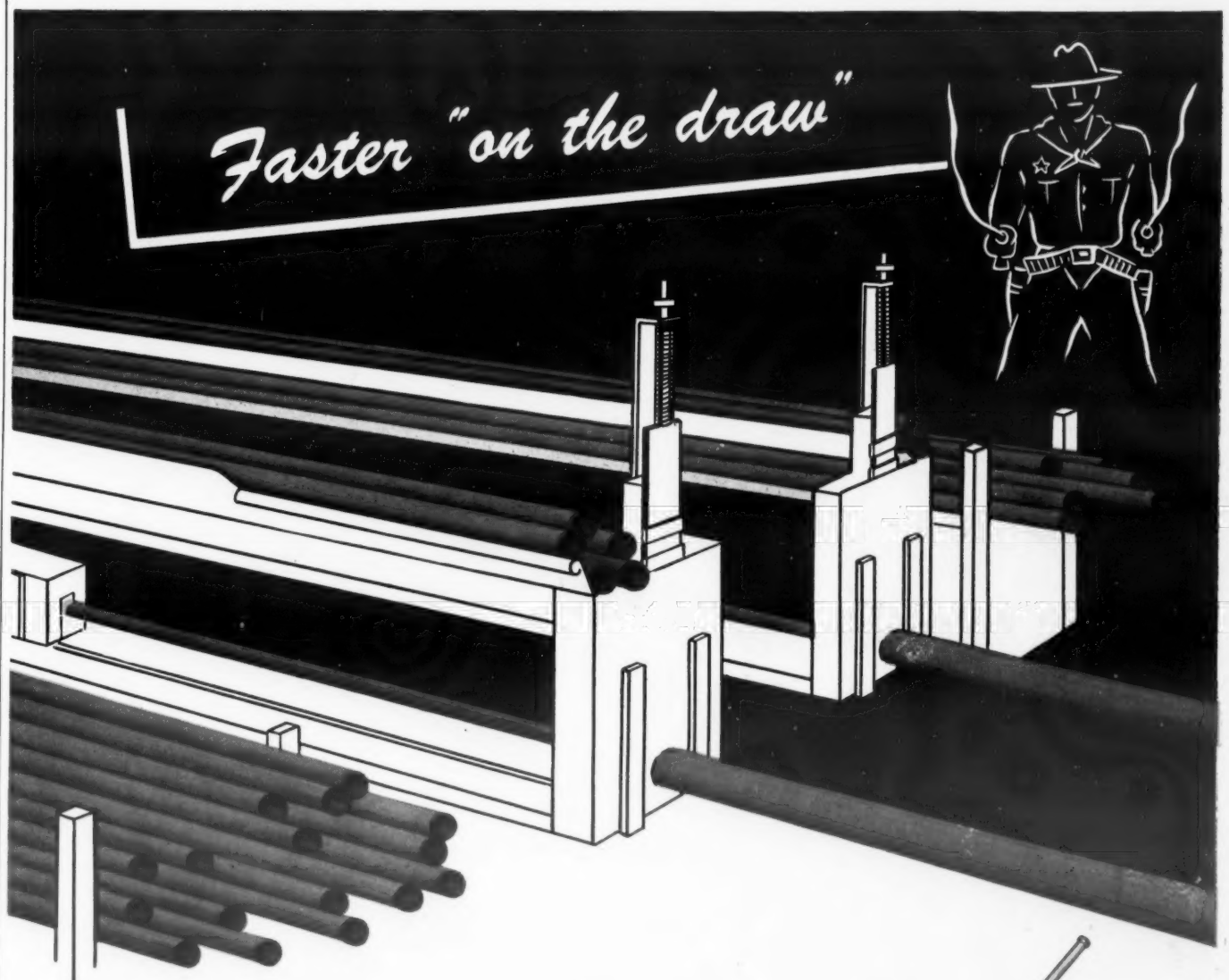
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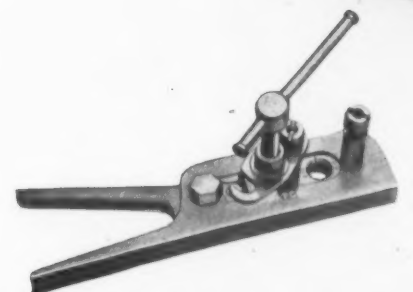


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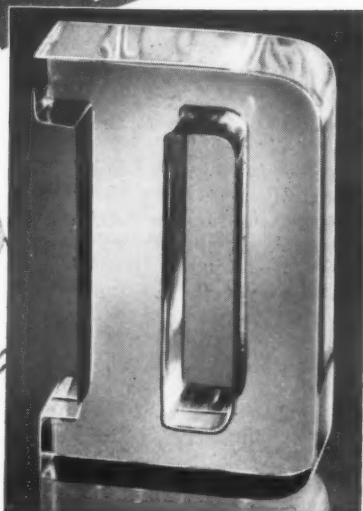
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Locker Plant Owner Can Up Storage Space By Renting 'Zero' Refrigerators to Patrons

Editor's Note: The following excerpts from the talk by W. Paul Jones of Philco Corp. before the Eastern Regional Locker Operators convention is of considerable interest because of (1) his arguments for the small home freezer; (2) his proposal of the plan for the renting of home freezers by locker plant operators. Whether you agree with Mr. Jones or not, the editors believe you will find his arguments stimulating.

By W. Paul Jones, Vice President, Philco Corp.

We have heard much in the last year and a half about fly-by-nights in the frozen food business. But I have never heard of a fly-by-night operator in the locker plant end of the business.

You cannot be a fly-by-night when you have as much invested in the present and the future of frozen foods as each of you have in your business back home.

No—the locker plant is a permanent fixture, a permanent investment, a permanent community asset in the balance sheet of progress for the entire industry.

And the only question mark in your future, the only factor that requires careful analysis—is how your service, your greater influence upon frozen food acceptance through a larger and larger clientele per plant can be best accomplished.

We all know that there is a limit to the number of lockers that a plant can contain, no matter how ambitious its operator.

We all know that this fact tends to limit the number of in-plant contacts that you can effect with your

clientele.

It's true that live-wire operators are doing much to overcome this limitation, but the effort required to effect in-plant contacts with non-renters is quite out of proportion to that expended on those that are your lessees.

Can we not say then: that the pertinent question for a locker plant operator, regardless of plant size, is how to increase his customer contacts both in frequency and in total number of customers served?

Can we not say also that an equally pertinent question concerns the amount sold in goods or services to each customer per contact?

In finding the answer to each of these questions we learn that much of the reason the problem exists in the first place is due to the one inherent peculiarity of the product—its frozen state.

As we look about us we discover that such problems as now face locker operators in expanding their business on frozen foods as a whole were also faced many decades ago in building up acceptance and uni-

versal usage of the very first frozen food—ice cream.

For ice cream also has the peculiarity of the frozen state as a requirement. It has been that peculiarity more than any other which has limited its sales, its usage, its adaptability to modern culinary needs and procedure.

And only just now do ice cream manufacturers and distributors begin to see how their product may be sold in larger quantities per sale and its usage made possible in the home for literally each and every meal.

The turn of events, the developments that now show the way for ice cream to be truly a universal food, are the same circumstances that will do most to augment your business and remove its limitation almost entirely.

I refer, of course, to what is popularly known as "The Home Freezer." In referring to it, however, I should like, if possible, to find a more alliterative name—one that more nearly bespeaks what we think will really be its true function.

That name might more properly be "Zero" refrigerator. It is our conception that the device will in literally 99 cases out of a hundred serve only as a storage cabinet and not as a functional device for the actual home freezing of foods.

Our belief is so strong in that regard that it has dictated our design, our engineering trend, our conception of proper size, and most of all,

its adaptability to installation right within the kitchen.

Now to go back to the pertinent question of how to increase customers and customer contacts.

The locker plant, seemingly limited in number of customers by the number of lockers, can burst its bonds and spread over a limitless number of clientele by taking locker service to the home.

It really matters not to you whether the food you sell your customer or process for him is stored in lockers within your plant or stored in a locker within his own home.

Close at Hand for Every Meal

It does matter, though, in the point of his quantity usage, whether he has it close at hand for every meal or whether it be in your plant some miles away.

There is an old saying, "Out of sight is out of mind." The more we do to keep frozen foods in sight of the customer the more they are apt to occupy a place in mind in the making of all culinary plans.

High on your agenda, therefore, should be the purpose of placing within the home of every locker renter, a "Zero" refrigerator. If you see that he gets the right size, if your business is set up to serve him properly, you run no risk of losing him as a locker renter. Rather, you will find your average sale increasing many fold and the frequency of sales will be much greater.

Now—what is the right size "Zero" refrigerator to recommend to the person you wish to keep as a renter?

It should be just large enough to contain a sufficient variety of foods but not more than two or three servings of each variety. You are not attempting to establish a hoard within the home, but rather to create availability within reasonable limits.

It should be small enough that it can be installed within the kitchen for we have learned that like a regular refrigerator, a "Zero" refrigerator can become a fixed and everyday part of culinary routine if it has an equally favored position or location.

You want foods to move into the "Zero" refrigerator and out again with speed and dispatch. You want your customer to use your service frequently so that he can be benefited by the full range of your activities. You do not want to make a one-shot affair of the stocking of this new adjunct to your service.

5 Cu. Ft. Is Best Size

We recommend not over 5 cu. ft. as a proper size for an average family. For smaller families an even smaller size may suffice. Using the figure of 40 lbs. storage per cubic foot means that you will send your customer home with 200 lbs. of food-stuffs at the start and that restocking will probably average around 75 to 100 lbs.

Now I am fully aware that many people will take strong exception to the size I have mentioned as being ideal. Freezers are being recommended and sold daily as large as 25 and 30 cu. ft.

I think you understand though what I mean when I say that much of the future of frozen foods rests on kitchen availability. And I have yet to see a kitchen that can accommodate the 15, 20, 25, or 30-cu. ft. size.

I certainly do not want to start arguments with those who believe in larger size home freezers. You can appreciate that when I say that I have spent more than a quarter of a century telling people that the regular kitchen refrigerator they are about to buy will be too small.

But—at the same time can you imagine how large we would have been able to make the electric refrigerator industry if for the first 10 years or so we showed the customer only models so large, ungainly, and cumbersome that in no case would go into the kitchen, and often they could not have gotten into the house itself?

Sounds ridiculous does it not? And

yet that is what is still being done today by many "Zero" refrigerator manufacturers—and still they wonder why there are not more customers milling about.

Again I will say that exactly what you want to accomplish is the every meal usage of the foods you process for or sell to your locker renter or casual patron. You are not attempting to establish a home hoard of frozen foods—that's what you operate the locker plant for, so why the necessity of encouraging other than moderate size for your patron.

Let's go back again now to that all important matter of how many patrons you have and how much you do for them or sell to them.

For I want to come out boldly and say that the best way to increase that list of patrons and at the same time do more for them and for your present locker renters as well is to do everything within your power to install "Zero" refrigerators within their homes—right in their kitchens if at all possible.

Butler-Carnell Story Cited

As proof that the locker plant business will grow when fed on home freezer installations, I want to quote from a bulletin sent out by your national headquarters in Des Moines. The article is by Dr. Karl Butler, Director of Research, and Jean Carnell of G. L. F. Exchange, both of Ithaca, N. Y.

It refers to some of the experiences with Mother Zero in Ithaca, N. Y. I quote . . .

"What will happen to the hundreds of private and cooperatively operated locker plants in the nation as more and more families acquire home freezers and 'Zero' storage cabinets? Will locker plants fall into disuse as many operators fear? Or will the increased distribution of home freezers stimulate the consumers' use of the locker plant?"

"These questions are being met head-on in Tompkins County, N. Y., where an organized community study has been under way for months to answer this and other problems. Already answers are beginning to shape up. And those answers may surprise many people.

Under the immediate supervision of the Cornell University School of Nutrition the study is designed to find out: (1) What kinds of freezer equipment and services are needed and desired in a community; (2) what effect an influx of home freezers will have on a community locker plant; (3) and most important, how these frozen food services can be used to improve the diet and nutrition of the community. A good deal of the work pivots around G. L. F.'s Mother Zero Locker Plant since it offers the principal refrigerated storage and processing facilities available in the county.

"Mother Zero has also been active (Concluded on next page)

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At the locker plant of the Lansdale Ice & Storage Co. in Ambler, Pa., an attendant indicates the advantages of a "Zero" refrigerator (as Philco prefers to call this type of cabinet) to a visiting housewife. The freezer has a capacity of 5 cu. ft.

Small Freezer In the Home Makes Renter Frequent Visitor to the Locker Plant

(Concluded from preceding page)

as a part of the program by renting out 360 5-cu. ft. freezers. These are called "Baby Zeros."

"In addition to these rented cabinets, residents in the community have been given preference, above all other areas in the country by the four manufacturers, to purchase a home freezer.

"To date, there have been over 400 home freezers of various types and sizes of construction—varying from 2½ to 30 cu. ft.—sold and delivered in the county.

Can't Meet Demand

"The 700-odd freezers rented or sold have been almost equally distributed among urban, farm, and rural non-farm residents. Due to production difficulties, it has not been possible to meet the demand for home freezers, but it is felt that twice as many more will be desired.

"In addition to home freezers distributed as part of this test program, there are 200 others in use in the county. Thus, Tompkins County with 8,000 domestic electric meters has 1,000 home freezers. This indicates 12% of the county's potential users have home freezers... undoubtedly the highest concentration in the country.

"As the study unfolds, one of the most significant trends showing up is the effect of home freezers on the locker plant.

"Approximately one hundred people who had one or more lockers in the two locker plants in Tompkins County rented Baby Zeros, but 80% of these people still retained their lockers.

"Housewives are finding the combination of a freezer at home and a locker at the plant very appealing. It means they may store extra food at the plant for transfer to their home freezers as space becomes available.

"And those families who have made little use of their lockers are rapidly becoming freezing enthusiasts when a freezer is placed in the home.

"That is the way Mrs. N. who had found it too inconvenient to take fruits and vegetables to the locker plant for freezing looks at it. She points out that the best time for picking was usually in the evening after the plant closed, and often there would be too small an amount to make a trip to the plant worth while.

Froze 8 Times More Fruit

"In 1945 she froze only three pints of fruits from the garden. But it was a very different story last summer after she rented a Baby Zero—25 pints of fruit were conveniently frozen in it and then stored at the plant in the family locker.

"With the increased use of home freezers in the area has come an increased demand for all the services Mother Zero provides. In the vicinity of Ithaca, no longer does a farmer need or want to do his own slaughtering. Nor does he have to eat all the pig, all the beef, or all his chickens immediately after they are killed. Through Mother Zero and its accompanying slaughterhouse, animals can be slaughtered and the

meat chilled, aged, processed, packaged, frozen, and stored. Other services include rendering lard, smoking bacon and hams, poultry processing, and related activities. Procurement and livestock pick-up services are also operated by Mother Zero.

Patronage Has Doubled

"Farmers and their city neighbors are using these services on an ever-increasing scale. As an indication of the increased patronage, Mother Zero supplied 24,000 frozen food containers to patrons in 1945. For the 1946 season, 55,000 packages were distributed—over twice the demand of the previous season. And this winter there has been a 50% increase in meat processing. Had Mother Zero been able to handle all the requests received for meat processing, the percentage increase would have been much greater."

That is the end of the quotation.

You remember the article stated that 360 Baby Zeros were rented. The article also specifically states that 100 or more of these were rented to patrons renting lockers within the plant and to non-locker renters alike. The object was to find out how much these non-renters would use the locker plant service.

Just recently I spent some time in California. I attended the National Frozen Food Convention there and had an opportunity to discuss interesting subjects with a number of interesting people and groups.

Food Purchases Boosted

One of the large firms who have established a large frozen food distributing business also sell our freezers in scores of communities in the state of California. I learned this interesting fact from them. To the non-owner of a home freezer their average sale of foods was just slightly over \$1. But the owners of home freezers, their average sale was \$7.40.

We are convinced that whatever helps your business and frozen foods in general, cannot fail to help our business also in the long run.

So my earnest appeal that every locker plant operator promote the sale of the right size model of some good make of home freezer will, I hope, be taken for exactly what it is—a purely non-partisan effort.

I want to propose, for whatever it is worth and for whatever it may have to any or all of you, that you emulate Mother Zero in Ithaca and rent out-plant lockers as well as in-plant lockers.

By out-plant lockers, I mean, rent your patrons and non-patrons too—all you can find of them—small home freezers for installation right in their own kitchens.

I propose this with the view that no longer then need your business be limited to a large extent by the number of in-plant lockers you can cram inside your building.

But you may say—"Isn't that very expensive? Don't those things cost a lot of money compared to the cost per locker as represented by the capital now in my plant?"

Well—perhaps they do cost more—but I doubt if they cost as much more as you are thinking—particularly if you buy in reasonable quantities per purchase as you did when you built your present plant.

And whatever higher cost may be present is more than offset by two things.

One, you can get considerably higher rental than you get for in-plant lockers.

And two, the customer pays the overhead. He pays for the electric current to run it.

Of course, you can always give the customer the option to buy at the end of a given period—say one or two years—with part or all of the rental applying on the purchase price at the regular retail level. In that case you make a good profit on the sale—having first well established your service with the customer over the one or two year period.

Another objection you may have is that once installed in the customer's home on a rental basis, how do I know he will give me the proper break and not keep it full of foods purchased or processed elsewhere?

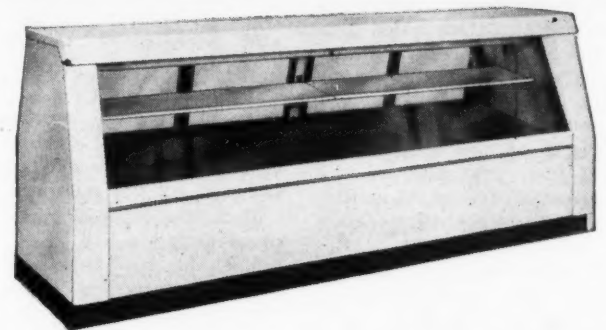
Well—your service sells itself now—doesn't it? You have no restrictions now as to where John Brown buys or has processed, the materials he keeps in the in-plant locker he rents from you—right within your own building. And, of course, you do collect rent—in both cases.

And so it is with the out-plant locker. Your service must sell itself. Yes—you will promote it. By postcards telling of seasonal items—by telephone calls or perhaps—perhaps now by delivery service right to the out-plant locker location.

It can be—we are convinced it will be a large and profitable business—and in the long run with no more capital invested per customer than you have tied up right now.

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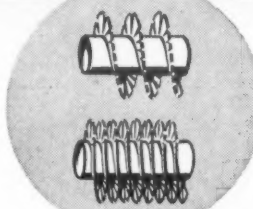
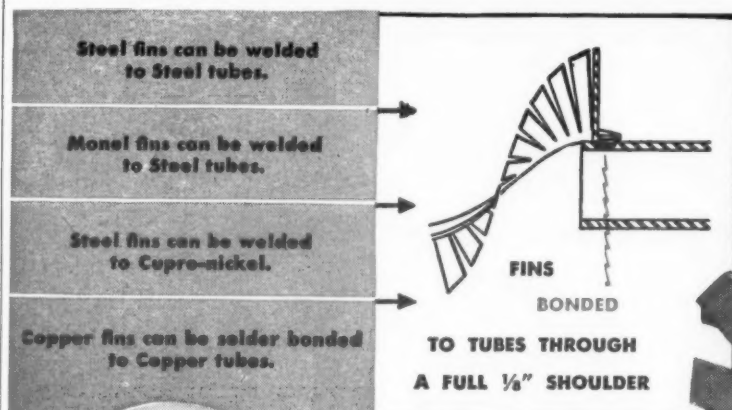
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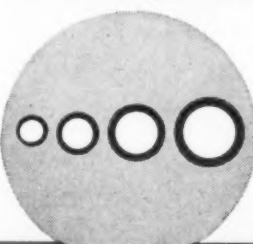
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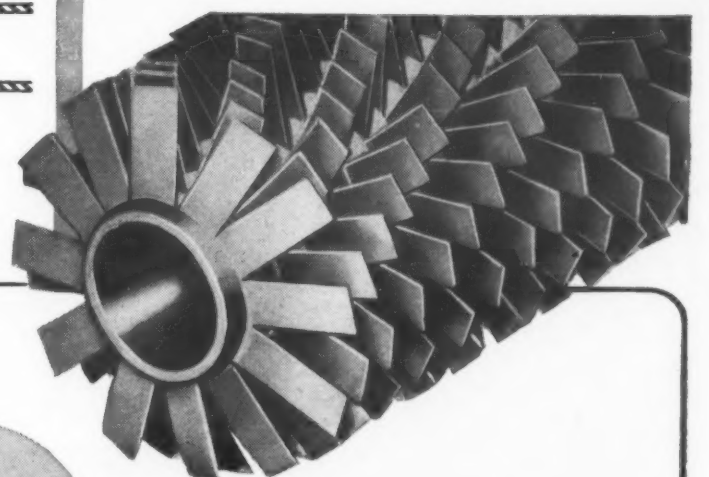


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EXTENDED SURFACE

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Galveston Utility Begins First of 5 Night Dealer Sales Training Programs

GALVESTON, Tex.—The first of five night sales training programs to be given to Galveston electrical appliance dealers and their sales personnel was conducted recently in the salesroom of the lighting and power company here.

Carl B. Kreiner, vice president and general manager of the Continental Box Co., and vice president of the Sales Executive Club of Houston, gave the opening talk, "Why Sales Training Today or Anytime?"

James C. Taylor, supervisor of distributive education, University of Houston, is program director. Mr. Taylor stated that every possible method of training technique will be used, with much emphasis on group participation and that the University of Houston is sponsoring the program as a service to the Galveston area, following through on one of its basic policies of offering the type of educational program needed.

Edward Schreiber, of Schreiber & Miller Furniture Co., and chairman of the arrangement committee, stated the course carried a real punch and would be enjoyed by both experienced and inexperienced sellers of electrical appliances. It was perfected at a cost of more than \$150,000.

555 Is 30

Distributor Supplement Tells
Of 3 Decades' Appliance Sales

LITTLE ROCK, Ark.—555, Inc., distributor of appliances, radios, heating equipment, and auto parts and accessories, is celebrating its 30th anniversary here.

Telling its story in a 12-page supplement to the *Arkansas Gazette*, 555 has prepared stories on nearly all of the many types of equipment distributed by the company.

For 23 years Frank Burke, vice president of 555, has headed the household appliance division of the firm. "Our policy," says Mr. Burke, "is to distribute only high quality, nationally advertised merchandise. . . . We want our dealers to sell appliances that stay sold, and by handling only leading lines this is assured."

Among the products handled by the veteran distributor are: Kelvinator electric refrigerators, home freezers, electric ranges, and water coolers; Bendix automatic laundry, ironer, and dryer; American kitchens; Majestic radios and records; Universal electric appliances; Dearborn gas heaters; Estate gas ranges; Arvin heaters; and Duchess washers.

A refrigeration and washer supply parts department is also maintained.

Knoxville Dealers Revive Appliance Bureau With Trade-In Plan, New Code of Ethics

KNOXVILLE, Tenn.—The Knoxville major electrical appliance bureau, which became nationally known before the war for its Code of Ethics, trade-in system, and plan of operation, is reviving its activities now that members have something to sell.

The Code of Ethics, just entirely revised, is a little stricter than before the war.

The trade-in system is being worked out again and will probably be similar to that in prewar days. One of the proposals considered is for the bureau and the City Utilities Board to employ a man who would make appraisals.

Approximately 90% of appliance dealers have become members of the Appliance Bureau. The number is already more than in prewar days, because the larger number of appliance retailers.

E. W. Roy, of Roy Equipment Co., was recently elected president, succeeding A. J. Wynegar, of Woodruff's. W. L. Holder of the City Utilities Board, is secretary-treasurer. Mr. Holder is the board's dealer-coordinator.

Directors of the reorganized Appliance Bureau include Mr. Wynegar; Frank Oates, S. H. George & Sons

department store; Charles Felkner, Lonsdale Furniture Co.

During the war, the City Utilities Board started a service department at the request of dealers who lacked men and facilities to do their own servicing. The association has requested that the board continue its shop for the benefit of smaller dealers. Larger dealers will have their own service facilities. The board will comply with the request, according to Clyde Carpenter, Jr., the board's sales manager, who was a leader in reorganizing the association.

It is probable that the board will work out a plan whereby a dealer will pay a certain amount on each sale of an appliance and the board will take over servicing for the guarantee period of the appliance.

The trade-in system will be worked out. Before the war, trade-in limits were set for various appliances and dealers did not exceed these. This time it is possible that there will be a trade-in appraiser named, but the policy will be much the same as before.

The new Code of Ethics is more extensive than that before the war. Each dealer signing it agrees to

"rules of conduct" in order to maintain membership in the bureau. The rules, the bureau believes are "necessary for good dealership and to assure the best results for electrical retailing."

These rules include:

1. Carrying charges should be not less than 6% on the unpaid balance per year.

2. Dealers will observe fair competitive trade practices, maintaining established prices, assuring a fair profit, thereby permitting the fulfillment of the manufacturer's warranty terms and any additional responsibilities by the dealer to the customer.

3. All dealers will submit to the bureau secretary their cash prices on merchandise. These prices will be interchanged among the other dealers on request. No cash discounts will be allowed from the prices listed above.

4. All products advertised will give prices corresponding with above list, and will show whether "installed" or "delivered only."

5. Dealers will accept no business assistance from competitors' salesmen, and if offered an order by a salesman of another member, same is to be reported immediately to the salesman's employer.

6. Dealers will insist that salesmen do not promote sales through split commissions, customer kickbacks, or down-payment assistance.

7. A committee, appointed by the president and approved by the board of directors, will handle all complaints turned in to the bureau. This committee will investigate claims by prospective customers of any violation of the high aims of the members of the association, such claims to be immediately brought to the attention of the dealer concerned and their truth or untruth determined.

8. Each member agreed to follow the plans, if any, as adopted by the bureau on trade-ins, allowances, terms, etc.

9. At any time if one dealer wishes to drop out of the association or wishes to discontinue following any of the Code of Ethics, he agrees to give written notice to the secretary of the association immediately.

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With goods available, they want to find the best. They are shopping around.

They look to the REFRIGERATION & AIR CONDITIONING DIRECTORY for new contacts and for comparisons.

For 15 years this volume has been the industry's standard reference for purchasers. It lists free-of-charge all manufacturers, and is cross-indexed for convenient use. And its advertising roster comprises the elite of the industry.

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PUBLICATION DATE JANUARY 10, 1948

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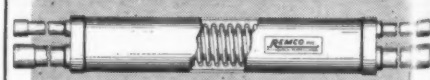
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Refrigeration and Air Conditioning Directory

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Refrigeration Problems And Their Solution

By P. B. Reed
For Service and Installation Engineers



Manager, Refrigeration
and Air Conditioning
Division, Perfex Corp.

Making Money In a Service Business (4)

Overhead or Indirect Cost consists of two types of cost:

1. Current Expenses, that reoccur every week or every month; such as, rent, salaries, telephone, heat, lights, insurance, advertising, etc. Except for the salaries which are due regularly, most of these expenses are current bills.

These expenses are absorbed, paid and "written off" as fast as they come up. If they happen to pile up rather unusually heavily during one month, they may make that month's profit and loss statement look rather bad. They are current expenses, but they cannot be allocated or directly charged to any one job, for they represent services or materials that are used on many jobs.

2. Hidden Expenses, that are expenses just the same as the current operating expenses but do not require regular monthly outlay of money. Nevertheless they must be included in Overhead. They include Depreciation, Property Taxes, Reserves, and Losses, such as Bad Debts, etc.

Unlike Current Expenses, these Hidden Expenses are too big to be absorbed in one month, or sometimes in one year, and must, therefore, be spread over the year or several years, and provision made for funding them over a long period.

DEPRECIATION AMORTIZED

Any piece of shop or office equipment, tools, fixtures, furniture, trucks, or any other equipment that is used in carrying on the business and which wears out or becomes of less worth, especially equipment of major value, should be "Amortized," or "written off" over a period of time that represents the approximate useful life of the equipment.

If your business wears out a piece of equipment, then the business should pay for that piece of equipment. Actually "the business" doesn't pay for anything, it is the customer who really pays all the bills, so he must pay for wearing out your tools, shop machines, furniture, typewriters, trucks, and other equipment necessary to make it possible to repair his refrigerator.

For example: You trade in your old truck that you have had three years, for a new one just like it and pay \$900 difference. The \$900 is the depreciation that the truck has taken in three years, or \$300 a year, but does not include repairs during the three years. So, into your Overhead,

you enter an item "Depreciation of delivery truck, \$300."

That \$300 for the first year goes into your surplus, as a separate "reserve," specially set aside to apply on the purchase of another truck. The second year you amortize another \$300, so you now have \$600 toward a new truck. A third year adds another \$300 so that by the end of the third year when the truck is worn enough that it is most economical to turn it in for a new one, there is \$900 in the "reserve" for that purpose.

So you turn in your old truck and the \$900 that has been saved for that purpose ("amortized," or "written off"), and get a new truck. The \$900 has been spread over all the service calls for the past three years. Every service call paid for its fair portion of the new truck, for it carried its part of the cost of "Depreciation."

DEPRECIATION RESERVE IN PRODUCTS YOU BUY

When you buy fittings, expansion valves, blower coils, condensing units, and other material that goes on your jobs, you are the customer. You pay a fair share of everything that the manufacturer paid out to enable him to make that fitting, condensing unit or whatever it was that you bought.

In addition to the direct labor and material, every 10-cent fitting had in it a tiny fraction of the salaries of the president, vice presidents, department heads, clerks, stenographers and other indirect personnel of the manufacturer.

If you do not write off or amortize your equipment, where will the money come from to buy new equipment when the old one wears out? Will you take it out of your own salary? No, it must come from surplus, from a reserve built up for that purpose from the charges made to customers on whose work that lathe, truck or typewriter was worn out, and who should, therefore, pay for them.

Whether or not you ever trade the equipment in for new equipment, doesn't alter the fact that every year, the equipment gets older, and becomes worth a little less and you lose this shrinkage of value. The business done must compensate for this loss.

DEPRECIATION PERIOD

Over how long a period should the amortization be spread? Normally this period would be the usable life of the equipment.

As an example, let us suppose that you buy a new lathe for \$600. Just as soon as you buy it and put it in your shop and use it one day, it be-

comes "second-hand" and is worth less. How much less? Let us say that a reasonable depreciation in value for the first year would be one-third or \$200. So the desirable thing to do would be to put \$200 of your profits that year into the Depreciation Reserve.

It would also be reasonable to assume that after five years the lathe would be pretty well worn out—depending upon how much it was used of course—thus the remaining \$400 would be amortized over the remaining four years, so you would put \$100 per year into the Depreciation Reserve.

If you wanted to be very exact you might estimate that even at the end of five years, when the lathe was worn so badly that you would get a new one, that it would still have some value. If you estimate this value to be \$100 you would amortize \$300 over four years or \$75 per year instead of \$100 per year.

Amortization is not often figured that way, however, for the full value is written off (amortized) over a definite period and the equipment is assumed to be worthless at the end of the amortization period. If it can then be sold for anything, you are just that much ahead.

INCOME TAX GOVERNS DEPRECIATION

The above method is the reasonable way that a good businessman would wish to amortize his equipment, that is, at the true rate at which the equipment depreciates in value. Here however is where another factor—Federal Income Tax—enters.

Federal Income Tax is paid on the net profit made before the income tax is deducted. This Net Profit Before Taxes is the profit that is left of Gross Profit after Overhead is taken out. Thus, anything that is a part of Overhead (and this is true of Direct Costs also) is not taxed, for it is taken out of the profit before the tax is figured. Therefore the Internal Revenue Division is interested in your costs (Direct Cost and Overhead) being low, for the lower they are the more is left on which they collect Income Taxes.

If you amortized the entire cost of that lathe the first year, all of the amount would come out of Net Profit Before Taxes so the government would lose the income tax on the entire cost of the lathe. They allow you to amortize the entire cost eventually, but over a longer period—10 years, and in that way you can only amortize one tenth of the \$600 each year for 10 years or at the rate of \$60 per year.

By doing it this way the tendency is to keep your Net Profit Before Taxes up into a higher rate bracket, for the greater your Net Profit is, the greater is the rate of the tax.

Therefore for tax purposes the Internal Revenue Division will approve depreciation of equipment only over certain fixed time periods according to their schedule. Ordinarily shop machines such as lathes, drill

presses, etc. must be amortized over a period of 10 years at a rate of 10% of the value per year, automobiles at four or five years depending upon their use, and buildings or similar long-life property over as much as 25 or 50 years.

A businessman can of course set up a bigger reserve than is permitted for tax exemption, if he especially wants to get the equipment written off quickly. That is he could write off or amortize the entire cost of the lathe over the first year but he would only be permitted to include $\frac{1}{10}$ of the value in his Overhead deducted from Gross Profit to arrive at Net Profit Before Taxes, which is the amount on which he pays Income Tax.

This applies to any other Reserve that he wishes to set up. He may set up a Sinking Fund or Reserves for any other purpose. He can keep this money in his surplus, but he would have to pay Income Tax on it.

With income taxes as high as they are, very few businesses can afford to set up reserves and surpluses that are not tax-free. They would have to pay one-third of the value of these non-tax free reserves each year in order to keep them on hand.

MINOR EQUIPMENT "WRITTEN OFF"

The entire cost of small, minor pieces of equipment can be written off against the operating expenses for that month. This is true of small hand tools, wrenches, etc.; also minor alterations such as shelving. Hand-made testing or other low-cost shop equipment comes in this category and can be written-off at once, the same as other items of Operating Expenses.

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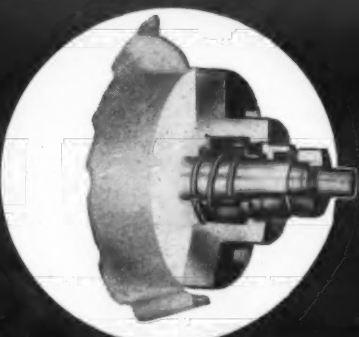
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Sub-Zero Chilling of Die Steels Proves Value In Series of Tests

By G. M. Butler, Associate Director of Research,
Tool & Die Steels, Allegheny Ludlum Steel Corp.

Tool designers seeking extremely long life in dies for blanking or forming metal parts will usually specify that these dies be made out of one of the high carbon-high chromium cold work die steels.

Sub-zero treatment for these steels is showing promise of adding materially to their performance and of rescuing the heat treater from the occasional embarrassment of an under-sized die. Recent studies have demonstrated that chilling to temperatures down as low as -60° F., after hardening but before tempering, will cause a uniform growth in these steels instead of the shrinkage often experienced, and at the same time extraordinarily high hardness is developed.

Moderate tempering reduces this hardness only slightly and imparts sufficient shock resistance for many jobs. Temperatures of -100° F. are readily obtained with modern industrial refrigerators.

Some Kinds More Responsive

This article is concerned with the application of sub-zero treatment to three high carbon-high chromium die steels which have been found peculiarly responsive to this chilling. Their characteristics show in Table 1.

Tools and dies made from these steels are usually put into service at hardnesses of from 58 to 63 on the Rockwell C scale. Not much more hardness can be developed even if tempering is carried out at less than 300° F., because the hardness after quenching is usually only 63 to 65 Rockwell C. More hardness would often give more wear resistance, but it is unsafe to get this by cutting down the tempering too far.

These steels frequently shrink slightly in dimensions after hardening. Usually this is taken into account in laying out the part, but unexpectedly severe shrinkage often throws off the designer's calculations and may result in scrapped parts.

Sub-zero chilling during the heat

treating cycle has an astonishing effect on both size and hardness. This is clearly revealed by the results of tests on these three steels.

The first tests were made on sets of samples 2 in. in diameter by 2 in. long. After accurately measuring their length and diameter, they were pack-hardened and cooled in the usual medium. One group was then carefully remeasured and tested for hardness without receiving any further treatment.

Another group while still slightly warm was immediately put into the chamber of an industrial refrigerator and cooled to approximately -120° F., then warmed back up to room temperature. When this was fully attained, they were measured and tested for hardness.

Some pieces expanded more along their central axis than at the outside edge, so both the outside and center lengths were recorded. All dimensions were reported in terms of change in inches from the original annealed measurements. In the tabulation of results, shown in Table 2, a minus sign (-) means shrinkage to less than original size.

Chilling Expands & Hardens

These figures show unmistakably how sub-zero chilling has expanded and hardened these blocks. Confirmatory data were obtained on sets of blocks 4 in. in diameter by 4 in. long, which were put through the same pair of treatments as the 2 in. blocks just described. These results are shown in Table 3. The measurement changes are larger, naturally.

Clearly the 4 in. blocks behaved very much like the 2 in. blocks. The chilled pieces grew quite uniformly in all directions and reached very high Rockwell hardnesses, while the unchilled pieces grew less or even shrunk and showed quite normal hardnesses.

Tool designers are enthusiastic over the prospect of high obtainable hardness and consistent expansion



Test dies covered with frost are taken out of an industrial type sub-zero refrigeration cabinet by a steel worker.

after treating, with assurance that shrinkage won't plague them. Certain questions, however, are usually asked:

Isn't it risky to chill hardened steel before tempering? Hadn't we better temper them a bit before chilling? How can these startling effects be explained.

All heat treaters know that it is bad business to let hardened pieces stand around at room temperature for any appreciable time before tempering. Most of them go by the safe rule, "Temper when cool enough to handle." Cracked tools and dies are often the penalty for delay be-

fore tempering.

How then, can any sane heater think of putting quenched pieces of high-alloy die steels into a refrigerator without at least a little tempering?

The best answer to this is the statement of a commercial heat treater. He writes,

"You mentioned there being quite a risk in continuous cooling from the hardening temperature to sub-zero temperatures. Every day for the past few years, I have done this very thing with some very intricate blanking and piercing dies and to

(Concluded on next page)

Table 1—Typical Analysis, Per Cent

A-I Name	Carbon	Chromium	Molybdenum	Vanadium	Hardening Temperature °F.	Quench Medium
SAGAMORE	1.0	5.0	1.0	0.25	1,725-1,775	Air
ONTARIO	1.5	12.0	0.8	0.25	1,800-1,875	Air
HURON	2.2	12.0	...	1.0	1,750-1,825	Oil

Table 2

Kind of Steel		A. Cooled Only to Room Temperature		B. Cooled Directly To -120° F.	
SAGAMORE.....	Diameter	.0023		.0055	
	Length	.0027		.0060	
	Center Length	.0027		.0058	
	Rockwell C	64½		67½	
ONTARIO.....	Diameter	.0010		.0032	
	Length	.0014		.0033	
	Center Length	.0015		.0034	
	Rockwell C	65½		67½	
HURON.....	Diameter	-.0007		.0032	
	Length	.0024		.0061	
	Center Length	.0022		.0055	
	Rockwell C	65		68½	

Table 3

Kind of Steel		A. Cooled Only to Room Temperature		B. Cooled Directly To -120° F.	
SAGAMORE.....	Diameter	.0036		.0108	
	Length	.0045		.0117	
	Center Length	.0050		.0120	
	Rockwell C	65		67½	
ONTARIO.....	Diameter	-.0009		.0040	
	Length	.0027		.0071	
	Center Length	.0046		.0096	
	Rockwell C	65		68	
HURON.....	Diameter	.0004		.0066	
	Length	.0036		.0093	
	Center Length	.0081		.0155	
	Rockwell C	65½		68½	

Table 4

Kind of Steel		As Tempered At 300° F.		After Chilling To -120° F.	
SAGAMORE.....	Diameter	.0016		.0019	
	Length	.0022		.0024	
	Center Length	.0022		.0024	
	Rockwell C	63½		64½	
ONTARIO.....	Diameter	.0007		.0010	
	Length	.0009		.0009	
	Center Length	.0011		.0011	
	Rockwell C	64		64	
HURON.....	Diameter	-.0014		-.0012	
	Length	.0017		.0018	
	Center Length	.0014		.0015	
	Rockwell C	64½		64½	

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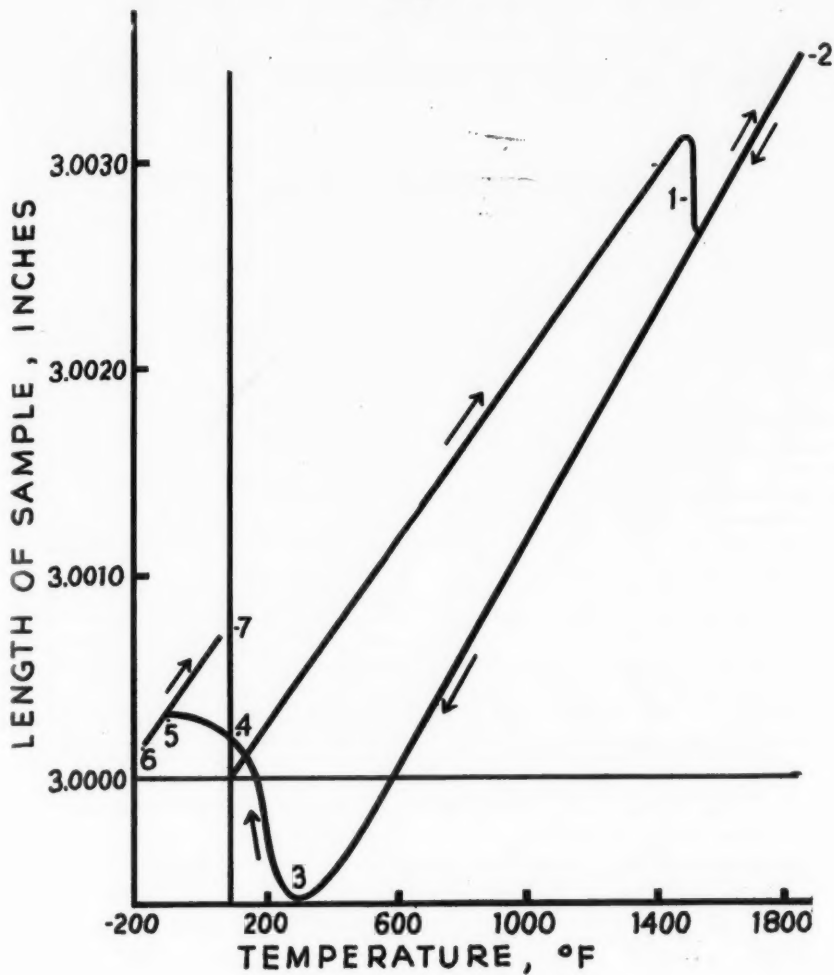
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Fig. 1



Detailed study of the length changes which take place during heat treating will demonstrate this and emphasize the value of sub-zero treating. Let us put a 3 in. length of annealed Ontario rod into a dilatometer, which enables us to measure its length at any temperature during heating and cooling.

Fig. 1 is a graphical record of the results. Here the horizontal scale is temperature of the sample and the vertical scale its length.

During heating to the hardening temperature (2), the sample expands uniformly except for an abrupt contraction while passing through the thermal critical range (1). Here it changes to a high-temperature form of iron which is known as austenite and is denser, able to dissolve carbides, and which has a higher thermal expansion co-efficient, shown by the steeper slope of the record from (1) to (2).

Cooling in air results only in uniform shrinkage to point (3), about 300° F. Here the hardening reaction begins. The high-temperature austenite starts to break down into a hard, less dense low-temperature form called martensite. Since this is more voluminous, the piece begins to expand even while cooling. The farther it cools, the more it expands, down to room temperature (4). Here most heat treaters stop cooling. It is now 3.0020 in. long, a growth of 0.0020 in.

Completes Hardening Cycle

The hardening reaction is, however, not complete. This is proved by chilling below room temperature. Note the continued expansion down to point (5), proving that further

change occurs during chilling which is not terminated until temperatures of at least 60° below zero are reached. Now there is practically no austenite left, so nothing happens during continued cooling to (6). After the piece is warmed back to room temperature (7), it is 3.0070 in. long. Therefore chilling has caused growth of 0.0050 in.

Since the hardening transformation has been forced to virtual completion, full hardness of 66-68 Rockwell C is reached. No soft austenite remains to dilute the hard martensite phase or to give cracking trouble in grinding due to its higher expansion under the heat of the wheel. Most important, the die maker has stock to remove in finishing, rather than an undersize piece.

Service reports, though few, are very encouraging. Claims made include longer punch and die life, ability to do jobs which could not otherwise be done, and less breakage in service. Experience indicates that chilling before tempering is worth the consideration of every user of high carbon-high chromium die steels.

Cold Treating of Die Steels Proved In Tests

(Concluded from preceding page)

date I have not lost one die due to cracking by continuous cooling. By eliminating the austenite by sub-zero treatment, I find the parts grow instead, very uniformly, so much so that the necessary allowance can be made in the machining operation prior to heat treatment."

One of his tricks is that he cools gradually to the sub-zero temperature rather than immersing in a chilling fluid, and that he allows the parts to warm up slowly until the frost melts off before tempering in an air furnace. So far no case of cracking due to this treatment has been publicly recorded. It would seem, then, that this treatment can be followed with considerable confidence.

Don't Temper—Even Slightly

But why not temper slightly, just to be safe? This sounds reasonable, but actually even the least tempering has been found to be ruinous to the value of the sub-zero treatment. This is illustrated by results on another set of 2 in. blocks which were hardened, then tempered for a short time at 300° F. before putting into the chamber of the refrigerator. Each piece was measured and tested for hardness both after the 300° tempering and again after warming up from the cold treatment. The results are shown in Table 4.

Obviously "slight tempering" has practically destroyed the power of the sub-zero treatment to increase size and hardness. This holds true even if the tempering temperature is only 200° F. So the valuable effect of cold treatment is realized to the fullest only if no tempering intervenes between hardening and chilling.

Holding at room temperature before chilling has been found to be less harmful. As long as 24 hours after hardening, chilling will still increase hardness and volume about 75% as much as if no delay has occurred.

The high hardness resulting from sub-zero treatment of these steels cannot be utilized without at least moderate tempering. Pieces coming out of the refrigerator are highly stressed, so much so that even making a Rockwell hardness test is apt to cause tiny shatter cracks around the test impression. Tempering at 300 to 400° F. will relieve these stresses sufficiently to give adequate shock resistance for many types of work, with hardness still in the range of 65 to 67 Rockwell C.

Essentially all a cold treatment does is to push practically to completion the change which causes hardening. The usual practice of cooling only to room temperature results in fairly high hardness but not to completion.

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MANSFIELD, Ohio—Data for architects and builders who wish to incorporate planned laundry centers in new and existing apartment houses and other types of multiple dwellings is offered in a new booklet issued by the Westinghouse Electric Appliance Division and ALD, Inc., formerly Automatic Laundry Distributor, Inc.

The new 8-page booklet contains tables showing space requirements, and hot water, electric, and gas loads for installing Laundromat-equipped laundries in apartment houses of various sizes and types. Ventilation requirements for clothes dryers are also discussed.

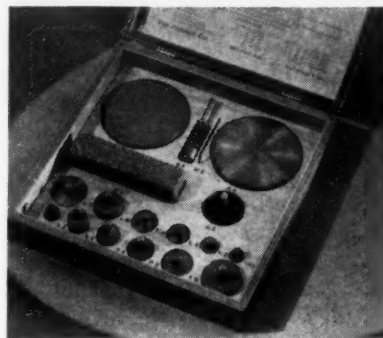
Under the self-service laundry plan described in the booklet, the owner of the apartment house can either purchase the equipment for the use of his tenants, or he can have the equipment provided by an independent operator.

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YORK, Neb.—The Home Supply Co. has been chartered here to deal in refrigerators, washers, and other home appliances and automotive supplies. Capitalization is \$25,000 and incorporators are Steve, Catherine, and Ellis Friend, all of York.

Self-Aligning Grinder for Valves Fits Electric Drill



BALTIMORE — A self-aligning valve-grinding kit has been developed by the Premier Co., a service firm here which calls itself "refrigeration machinists."

The kit is especially designed for use with a drill press, but the self-aligning feature permits on-the-job refinishing of valve seats with a portable electric drill, the company claims.

Both recessed and flat flapper and piston valve seats can be re-operated with the tools in the kit, which is also adapted for air compressors as well as refrigeration compressors, it is claimed. Valve seats from 1/2 in. to 1 1/4 in. can be resealed.

Besides the self-aligning spindle which fits into the chuck of the drill, the kit includes six abrasive wheels for roughing, six cast iron laps for finishing, two 3 in. cast iron lapping blocks, a wheel dresser, and a rubber suction cup for testing the job. The abrasive wheels and laps mount into the bottom of the spindle.

Servicing Truck Refrigeration Units

Instalment No. 42

Complaint (Cont.)

2. No Refrigeration. Condensing unit operating.

Causes

D. Oil trap too full. An oil trap is located in the high pressure line between the discharge side of the ammonia compressor and the top of the condenser. This trap is fitted with a valve at the bottom to drain the excess oil carried over by the compressor. The trap should be drained regularly at least twice a month.

E. Leaky expansion valves. A small particle of dirt or scale lodged on the seat of the needle valve will cause the valve to leak refrigerant. Flushing out the opening with liquid refrigerant by opening the valve adjustment usually removes this dirt. If not, the valve will have to be cleaned or replaced.

F. Expansion valve open too much. This condition is indicated by frosting back of the suction line on the compressor, and often causes a liquid knock in the compressor. Reduce the valve by turning the adjusting screw clockwise.

G. Expansion valve closed too much. With this condition the last truck plate in the series will not be frosted at all or not entirely covered with frost. The suction pressure will be very low. Readjust valve by turning the adjusting screw counterclockwise.

H. Defective compressor. Generally, a defective ammonia compressor needs new suction and discharge valves or perhaps merely regrounding of valves. Piston rings should also be checked and replaced if they are leaking.

I. Shortage of ammonia. Most ammonia condensing units have a sight glass on the receiver which indicates the amount of liquid present in the receiver. Extreme shortage of ammonia will result in a hissing sound at the expansion valve. Inability to frost more than a part of the truck plates also indicates a shortage of ammonia. Check for and repair leaks if any, and then add ammonia.

Changing to 'Freon'

The owner of a fleet of refrigerated trucks may sometimes find it advisable or necessary to change the system from ammonia to "Freon-12" or methyl chloride or vice versa. When changing from ammonia to either of these two low pressure refrigerants:

1. Drain any trapped oil by disconnecting piping at low points.

2. Attach a standpipe to the make-and-break valve so that it extends above the highest point in the system.

3. Open all valves.

4. Pour 1 qt. of fresh clean carbon tetrachloride or tri-chlor-ethylene into the standpipe and blow through the system with dry air. This should be done in a well ventilated place away from open flames.

5. Repeat step 4 until the solvent leaves system without discoloration.

6. Wash in a similar manner with two washes of 1 qt. each of anhydrous alcohol or methanol. Blow alcohol through the system with bottled carbon dioxide. Don't use shop air. Never use oxygen.

7. Let the carbon dioxide gas blow through system until all the alcohol has been evaporated. The system is then dry.

8. Replace rubber flexible ammonia lines and vibration dampers with lines and dampers intended for "Freon-12" or methyl chloride.

9. Install suction line strainer to keep pipe scale from compressor.

10. Replace expansion valve with one designed for "Freon" or methyl chloride.

11. Install liquid line dryer-filter and heat exchanger.

Changing to Ammonia

When changing a "Freon-12" or methyl chloride system to ammonia:

1. Remove all copper tube and brass fittings and replace with extra-heavy black steel pipe or steel pipe galvanized on the outside only.

2. Remove expansion valve, liquid line dryer-filter, heat exchanger, and flexible lines and vibration absorbers.

3. Replace with ammonia flexible lines and vibration absorbers.

4. Install plant refrigeration system, including expansion valve.

"One Shot and
Sure Shot"

... SAYS MR. SPEAR

THAWZONE
PATENTED
The PIONEER FLUID DEHYDRANT

934 N. JACKSON STREET
DANVILLE, ILLINOIS

PHONE 4946

HARRY H. SPEAR
REFRIGERATION SERVICE ENGINEER

November 28, 1946

Highside Chemicals Company
195 Verona Avenue
Newark 4, New Jersey

Attention: Mr. L. V. Gardner

Dear Mr. Gardner:

I started using Thawzone exclusively six years ago and since then have never used a dryer (except on SO₂) in any service or installation work. I always install a new strainer, put in Thawzone, and then go away and forget it. Thawzone is a one-shot and sure-shot proposition with us. When you service and install 75 miles from the shop, you must have something that is positive in action.

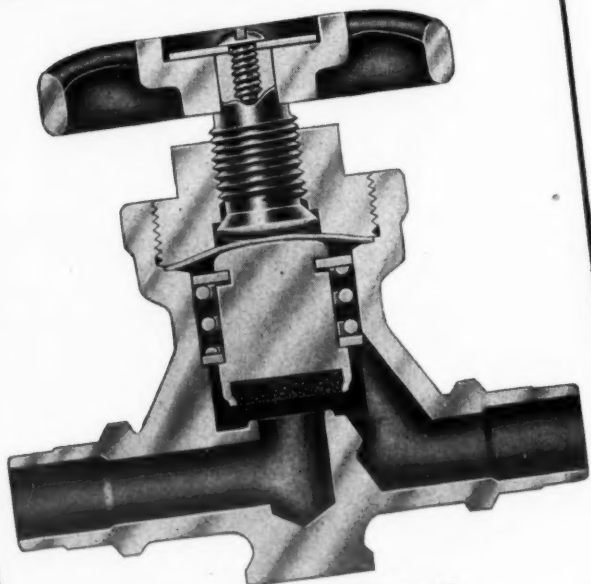
Some time ago I installed an F12 locker plant (20 H.P.) and used some old 1-1/4" iron pipe coils. These were cleaned and washed in carbon tet, and then, to be on the safe side, I put two quarts of Thawzone into the 500# of Freon. This job has given us no trouble at all from freeze-ups. We also added 1-1/2 quarts of TRACE at the same time.

Every new job has Thawzone applied directly into the receiver and strainer, as I have yet to see any such equipment in which every piece is absolutely dry. On service jobs we inject Thawzone into both the strainer and crankcase. I have never had any adverse conditions arise in any system from the use of Thawzone. We cannot praise Thawzone enough and you may call on us for a reference any time.

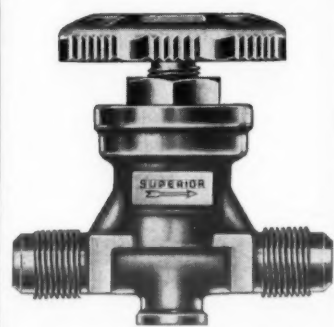
Sincerely,
Harry H. Spear

HHS:A

NEW Life-Time DIAPHRAGM PACKLESS VALVES



Line, Branch and Angle Types



10 FEATURES OF SUPERIORITY—Check them!

- 1—Rugged—pleasing appearance—symmetrical design.
- 2—Wrench pads for individually tightening flare connection.
- 3—Unique solder connections permit soft or silver soldering—without removing internal assembly.
- 4—One-piece, plated lower stem.
- 5—Controlled stem travel assures "Life-time" diaphragm performance.
- 6—Controlled seating results in "Life-time" operation.
- 7—Large bearing surfaces—polished stem heads, and scientific lubrication assure "Life-time" performance of upper stem and diaphragm.
- 8—Unrestricted flow—ease of operation.
- 9—Operates under normal pressure, with flow in opposite direction.
- 10—No special tools required for disassembly or reassembly.

Ask Your Jobber About "Life-time" Packless Valves
They're SUPERIOR!

Superior Valve and Fittings Co.



1509 WEST LIBERTY AVE., PITTSBURGH 26, PENNA.
OFFICES IN PRINCIPAL CITIES · STOCKS: CHICAGO (6) · LOS ANGELES (15) · JOBBERS EVERYWHERE

HIGHSIDE CHEMICALS CO.

195 VERONA AVE.

NEWARK 4, N. J.

25% Mark-up Enough --

(Concluded from Page 1, Column 2)
on television. Television receivers are fast moving items. That means that the retailer has a lower amount of money tied up in merchandise.

"In radio, the retailer had to have a much larger inventory and required a 40% mark-up. However, it is common knowledge that radio list prices were rarely observed. The 40% mark-up based on an artificially high list price became too often 25% or less when retailers had to move stock or sink.

"A stable 25%, the average mark-up in television today, would have been more acceptable to retailers than the chaotic price structures caused by radio trade discounts before the war."

An official of Bruno-New York, Inc., distributor for Radio Corp. of America television sets, stated that protests on inadequate mark-ups came chiefly from retailers who are inefficient merchandisers.

"The RCA-Victor dealer organization is most enthusiastic about television. The dealer is enjoying a greater rate of turnover in the sale of television receivers than in any other product in his establishment, whether it be a department, radio, or appliance outlet."

Water Heater Sales --

(Concluded from Page 1, Column 3)
electric water heaters rose 3% over April, totaling 68,805 units valued at \$4,400,000, it noted.

A total of 219,000 non-electric units were made in May, while 210,000, valued at \$8,900,000, were shipped. By the end of the month, inventories of 81,000 units had been accumulated, the bureau said.

Buffalo Forge Co. Reports**\$878,404 Quarterly Net Profit**

BUFFALO—The Buffalo Forge Co. and subsidiaries reported net profit of \$878,404, after provision for U. S. and Canadian income taxes, for the three months ended May 31.

This was equal to \$2.70 a share, and compared with net profit of \$636,777, or \$1.96 a share, in the quarter ended Feb. 28, and \$237,525, or 73 cents a share in the quarter ended May 31, 1946.

**Executive Group Picks
Herb Names To Succeed
Kees as NERA President**

WASHINGTON, D. C. — Herb Names of Herb Names, Inc., Denver, was elevated to the presidency of the National Electrical Retailers Association at a meeting of the executive committee of the association held in Chicago, in accordance with recommendations made by the board of governors and policy committee.



He succeeds Paul Kees, Kees Appliance Co., Madison, Wis., who concluded one year of service as NERA head, during which time Mr. Names served as vice president.

Also elected officers of NERA were K. J. Stucky, Stucky Bros., Ft. Wayne, Ind., vice president, and Julius Kovach, Paramount Good Housekeeping Shop, Racine, Wis., secretary and treasurer.

The executive committee also appointed one new member to the NERA board of governors, Wm. C. Shields, of Shields Electric Co., in Boston.

While still in his teens and a student at Antioch College, Mr. Names started building and servicing radios, financing his way by assembling and selling them. His first job after graduating was repairing radios, and when he left this job for a better one, he worked for 18 months as a salesman. That won him the position of sales manager, which he held until he later went into business for himself.

In partnership with two former associates from Wells Music Co., Denver, Mr. Names opened his first store at 1532 Stout St. in March, 1940. When the war came along, he was quick to shift from selling to servicing, and in the process, won first place for the best display by dealer in the "Better Care—Less Repair" nation-wide contest conducted by the National Appliance Conservation Program.

As soon as the war was over, Mr. Names started expanding his business, and today has three "Modern Living" stores in Denver.

Consumer Goods Prices --

(Concluded from Page 1, Column 4)
of the resolution, \$100,000 would be allotted for the use of the subcommittee.

Among powers recommended for this group was the right to require the attendance of witnesses and the production of such books, papers, and other documents.

Key personnel for the proposed subcommittee would be drawn from the Joint Economic Committee headed by Sen. Taft (R., Ohio). In addition to authority to delegate six members of his own full committee to serve on the new subcommittee, Sen. Taft would be empowered to name both the chairman and vice chairman. Also he would have the job of appointing the remaining four committee members.

**Hotpoint Inc. Shuts Down
For 'Company Vacation'**

CHICAGO — Hotpoint Inc. will close down its Chicago area plants and offices July 28 for the first post-war "company wide" paid vacation extended to virtually all industrial and clerical employees, James J. Nance, president, said today.

Under an arrangement volunteered by the company several months ago, hourly employees are paid for vacation periods ranging from one week for one year of service to three weeks for veterans with 20 years or more. At the time the vacation plan was announced, another innovation granting six paid holidays for all hourly paid employees was introduced.

MANUFACTURERS ATTENTION

WE ARE INTERESTED IN ADDING THE FOLLOWING
LINES OF EQUIPMENT TO SUPPLEMENT OUR
PRESENT DISTRIBUTION

**FROZEN FOOD DISPLAY CABINETS
SELF SERVICE EQUIPMENT
DISPLAY CASES REACH-IN BOXES**

At the present time we are exclusive distributors in the Chicago area for Servel Commercial Refrigeration, United Refrigerator Mfg. Co. and Westinghouse Air Conditioning. Sales are made through dealer outlets plus our own sales organization.

Reputable Manufacturers Contact Us

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646 W. WASHINGTON BLVD. CHICAGO, ILL.

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WRITE FOR COPY ON YOUR LETTERHEAD TODAY

**REFRIGERATION PARTS
AIR CONDITIONING AND
HEATING SUPPLIES**

THE SUPPLY HOUSE THAT SERVICE BUILT

SERVICE PARTS COMPANY

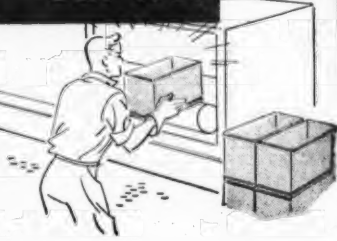
2511 LAKE STREET, MELROSE PARK, ILL.



Form it..



heat it..



and it's made!...

**from ALCOA Brazing Sheet**

Form the parts, run the assembly through a brazing furnace. Out it comes brazed in a single, vibration-proof unit. Handwork is cut to a minimum, fabrication costs are less.

Alcoa Brazing Sheet carries its own filler. A layer of low-melting alloy is bonded to one or both sides of the parent aluminum sheet. When the assembled parts pass through the furnace, the filler metal melts, flows uniformly into all joints to form a strong joint with high thermal conductivity

almost equal to that of the parent metal.

Refrigerator evaporators, condensers, liners, and other parts are made quickly and at low cost by using Alcoa Aluminum Brazing Sheet. Sharp bends won't crack nor peel the brazing layer. You can use your present equipment with standard dies.

Let our engineers show you where to use Alcoa Brazing Sheet. ALUMINUM COMPANY OF AMERICA, 1975 Gulf Bldg., Pittsburgh 19, Pa. Sales offices in 55 leading cities.

MORE people want MORE aluminum for MORE uses than ever

ALCOA ALUMINUM

IN EVERY COMMERCIAL FORM



**ENGINEERED
to fit..**

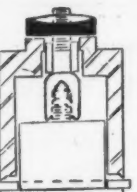
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AND FITTINGS**

Prompt Shipment on most items

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The Holl-Ines Cap
A Guaranteed Seal
for
Crosley Terminal Leaks



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HOLL-INES DIST. CO.
DUMONT, N. J.

GENUINE MAYFLOWER
CONDENSING UNITS AND PARTS
Jobber Inquiries Invited



A complete line backed by nearly a quarter century of user confidence. Write for prices.

MAYFLOWER PRODUCTS, INC.
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GRUNOW AUTHORIZED DEALERS ARE MAKING MONEY!

Build up your new box sales now with Grunow Service Business!

Write for Authorized Service in your territory.

GRUNOW AUTHORIZED SERVICE, INC.
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PAR REFRIGERATION EQUIPMENT

Tops in PERFORMANCE ECONOMY and EFFICIENCY



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General Offices, Toledo 1 - Factory, Delaware, Ohio U.S.A.

PURO Electric WATER COOLERS

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Remco, Inc. Announces Appointment of T. E. Scott As Eastern Representative

PITTSBURGH—Appointment of Thomas E. Scott as eastern sales representative for Remco, Inc. has been announced recently by K. M. Newcum, president.



Mr. Scott, whose headquarters will be in New York City, will cover Maine, Vermont, New Hampshire, part of New York State, Massachusetts, Rhode Island, Connecticut, eastern Pennsylvania, New Jersey, Delaware, Maryland, and Washington, D. C.

For the past two years Mr. Scott, who has been in the refrigeration field since 1926, has been instructor in refrigeration and air conditioning at a Y.M.C.A. technical school in New York City.

Refrigerating Machinery Co. Installs Precision Equipment For Cooling Tower Production

SAN FRANCISCO—New precision equipment and facilities for increased production of redwood cooling towers have been installed at the Nulco Fabricators plant where towers in all sizes are now under production, reports C. W. Hulse of Refrigerating Machinery Co.'s Cooling Tower Division here.

Improvements in cooling tower design were recently incorporated by Edward Simons, authority and writer on cooling towers, who has been retained for consultation.

Kennard Catalogs Cover Coils, Air Handling Units

ST. LOUIS—Full details and application data on its line of finned coils for air conditioning are published in Catalog No. 47A issued by the Kennard Corp. here.

Data on Kennard's air handling units is published in another catalog, No. 47B.

Besides listing the various sizes of coils for direct expansion, water, steam, and steam distributing tube types, Catalog 47A also outlines such data as selection of expansion valves, piping supply and return sizes and connections, and the like.

In addition, a psychrometric chart is tipped in the back cover.

Preston Postlethwaite Named To New Wagner Electric Post

ST. LOUIS—Appointment of Preston M. Postlethwaite as manager of the electrical and automotive divisions of its Portland, Ore. branch has been announced recently by the Wagner Electric Corp. here.

Previously Mr. Postlethwaite was associated with the sales department of Wagner's branch at Pittsburgh. He will supervise the branch and distribution and merchandising of automotive and electrical products in the Portland area.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$2.50 per insertion. Limit 50 words.
RATES for all other classifications \$5.00 per insertion. Limit 50 words.
ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count.

POSITIONS WANTED

REFRIGERATION SERVICE trainees: Graduates of intensive 8 month course on commercial and domestic refrigeration servicing desire on-the-job training willing to go anywhere in the United States. For further information write William B. Arpe, Placement Manager, MASS. TRADES SHOPS SCHOOL, 271 Huntington Ave., Boston 15, Mass.

YOUNG EXECUTIVE wants position as divisional manager or representative for manufacturer or large distributor of domestic, commercial refrigeration, or air conditioning equipment. Ten years experience management, warehousing, advertising, sales, service, and distributor dealer organization. Excellent references. Eastern location preferred. Capital if required. BOX 2419 Air Conditioning & Refrigeration News.

SALES ENGINEER, 38, eleven years experience in sales, service, and engineering. Presently employed as district sales representative for large manufacturer of heating, air conditioning, and commercial refrigeration equipment. Desires position with well established dealer or manufacturer in St. Louis, Missouri, or vicinity. Excellent references. BOX 2426 Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

SALESMAN AND also one counterman for Chicago refrigeration wholesaler. Must have experience, 40 hours per week—no Saturdays. Apply CHASE REFRIGERATION SUPPLY COMPANY, 546-48 W. 119th Street, Chicago 28, Illinois.

SALES ENGINEER—college graduate, must have complete knowledge and experience in air conditioning, heating, and refrigeration. Experience must include actual installations, estimates, and sales. Written applications giving full details as to experience, age, salary, etc., THEODORE M. WILLIAMS CO., 533 N. Atlantic Ave., Daytona Beach, Florida.

WANTED: EXPERIENCED salesmen to represent large manufacturer in commercial refrigeration and air-conditioning field, headquartered in Kansas City, Missouri. St. Louis, Missouri, and Philadelphia, Pennsylvania. Salary, expenses and incentive basis. Give full particulars when answering. BOX 2417 Air Conditioning & Refrigeration News.

FACTORY TO dealer representatives wanted in East of Mississippi territory for fine line of two temperature food freezers—an old established firm offering excellent opportunities for advancement. Some knowledge of refrigeration helpful but not necessary. Please give previous experience. BOX 2420 Air Conditioning & Refrigeration News.

EXPERIENCED REFRIGERATION buyer for large wholesale business. A real opportunity is offered the right man. (Inquiries received in confidence.) BOX 2427 Air Conditioning & Refrigeration News.

WANTED BY large midwestern refrigeration coil manufacturer, refrigeration sales engineers to contact refrigeration jobbers in the eastern states. Must know application of commercial refrigeration evaporators and jobber relations. Our products are widely known and advertised and are being sold through refrigeration jobbers nationally. BOX 2429 Air Conditioning & Refrigeration News.

A-1 OPPORTUNITY. Service manager wanted immediately by well known established mid-west refrigeration equipment manufacturer. Vacancy due to promotion. 74 man well staffed department. Applicant should be familiar with all phases—rebuilding, customer relations, management. Pleasant working conditions, good salary. Write fully, giving references, replies confidential. BOX 2431 Air Conditioning & Refrigeration News.

MAN THOROUGHLY capable to manage small, new refrigeration jobbing business; who knows the business and would like to participate in profits as the business grows. Only a live, honest, capable man need apply. Salary and percentage. Not and easy job but has good possibilities. BOX 2432 Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WANTED 5-6-8 ft. refrigerators. Double temperature freezer space for 32 volt or 110 D.C. With motors or without. Also gas refrigerators. Sell and service north central Kansas. JOHN CONRAD, Gaylord, Kansas.

EQUIPMENT FOR SALE

MOTORS AND condensing units—available at once—1/4-1/2-3/4-1 HP Universal condensing units with or without motors. Special—six hole ice-cream cabinets with 1/4 hp. Copeland units less motors \$225. Also beverage coolers, beer equipment, stainless steel reach-in freezers. ALBROD CORP., 319 West 48th St., New York City 19, CI 6-9100.

IMMEDIATE DELIVERY—condensing units, air-cooled, close-coupled with Tecumseh compressor and motor. Brand new 1947 production. Prices slashed to reduce excess inventory. 1/4 HP—\$90.00, 1/2 HP—\$108.00. BERLY MFG. CORP., 233 Nevins St., Brooklyn 17, N. Y.

FOR SALE—immediate delivery: York air conditioning units, 3 tons, self contained, air cooled, 110/220 volts, 50/60 cycles, horizontal type, OD-5'x5'x27" high, new,

original crating, real bargain at \$900.00 each, inspection invited. C. D. E. REFRIGERATION SERVICE, 1002-60th Street, Brooklyn 19, New York.

IMMEDIATE DELIVERY—new air conditioning equipment. Weathermakers complete with motor, "Freon" coil, etc. 2 ton to 25 ton. SWSI, DWDL, and twin centrifugal blowers, propeller fans, heating and cooling coils, evaporative condensers, self-contained air conditioning units, condensing units. CONTROLTEMP CORP., 236 Butler St., Brooklyn 17, N. Y.

FOR SALE—AC motors 1/2 to 3 hp. single and 3 phase, list price. Immediate delivery. EDISON COOLING CORP., 310 E. 149th St., Bronx 51, N. Y.

QUALITY BOBTAIL fountains; reach-ins, walk-in boxes—wood, metal; dough retarders; double duty cases—stainless steel, porcelain; dairy, florist, bakery cases; ice cream hardening cabinets; thermopane frozen food cases; milk, sandwich coolers; stainless steel back bars; with machines. Equipment made to special order. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16, MA 2-9093.

FOR SALE: 1/2 HP Servel model H2BA1A Sealed Supermatic units. Complete with control \$95.00 each. Terms: 25% with order balance COD. FROSTEDAIR CORP., 801 Greenwich Street, New York, 14, N. Y.

BRAND NEW compressor units. Copeland model 104 AMC \$110.00. Copeland model 154 AMC \$127.00. Universal model 150 FH \$151.50. All less motors, includes control. 15% deposit with orders. Crated for shipment. Limited number available. JORDON REFRIGERATOR COMPANY, 235 North Broad Street, Philadelphia 7, Pa.

1000 MOTORS, FOR sale, from stock 1/2 hp.—3425 RPM—3 ph/230 V. (Under-rated—easily equal to 1/2 hp.) Ballbearing, for vertical or horizontal. Enclosed Fr. 1/2 in. shaft. \$30 each. This rugged motor cannot burn out. (Glass insulated wire coils.) MODERN SUPPLY CO., 206 Fulton St., New York 7—CO 7-0100.

SECTIONAL WALK-IN coolers, kiln dried fir front, spruce interior. Chrome hardware, metal saddle, finished shellac 4 in. Fiber \$1.20 for freezers 6 in. Fiber \$1.40 per sq. ft. Cork insulation prices on request. Limited number new refrigeration units coils, etc. available. Send us your requirements. REFRIGERATION SPECIALTIES, INC., 721 Flushing Ave., Brooklyn 6, N. Y.

EVAPORATIVE CONDENSERS—immediate delivery. 2 Nevinger—15 ton. 1—Buffalo Forge—ECC40D (dual circuit). 1—Trane—KN1516 (dual circuit). 1—Trane—KN1812. 1—Buffalo Forge—ECC60D. All available condensers complete with motors, pump and liquid receivers. F. ROBERTSON, 1226 S. 58th St., Philadelphia 43, Pa.

EIGHT FOOT General beverage coolers, under bar type, sloping front, thirty case capacity, black crackle finish, stainless steel sliding doors and track with coil and blower. Formerly \$265.00—special sale at \$165.00 F.O.B. Los Angeles while they last. \$265.00 with 1/2 HP unit. ROYAL REFRIGERATION COMPANY, 5071 West Pico Blvd., Los Angeles 35, Calif.

FLOAT REPLACEMENTS. For replacing defective high side floats on all household units. Regular charging connection, capillary tube setup, internal strainer and exact mounting plate. Part #2000—Westinghouse (4 hole plate), and #2010 (3 hole plate); Part #2020—Gibson Part #2030—General Electric (DR-1 & DR-2). Part #2040—For general replacement (undrilled plate). \$6.75 each. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56.

SEALED CROSLY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-12" units. Set of three \$5.25 (Part No. 1020). Installation tool \$2.00. Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

AS IS units available—1/4 HP \$10.00, 1/2-15.00, 1/2-20.00, 1 HP \$25.00 less motors. Frigidaires, Kelvinators, Servels, etc. Also 3 HP Copeland 3 cylinder, and 25 HP M & E 4 cylinder with motor & controls and air conditioning coils. SIMON'S REFRIGERATION EQUIPMENT CO., 763 1st Avenue, New York 17, N. Y.

CONDENSING UNIT bargain combination 2A—includes a DD33 1/4 HP Universal condensing unit with JH 1/4 HP motor, one Elpeco #66 blower unit with expansion valve rated 3000 BTU per 10° T.D. Net price—\$145.00 F.O.B. THERMAL COMPANY, INC., St. Paul 4, Minnesota. 12 available.

CONDENSING UNIT bargain combination 3A—includes a TA33 1/4 HP Universal condensing unit with JH 1/4 HP motor. One Elpeco #52 blower unit with expansion valve rated 2350 BTU at 10° T.D. Net price—\$125.00 F.O.B. THERMAL COMPANY, INC., St. Paul 4, Minnesota. 17 available.

CONDENSING UNIT bargain combination 4A—includes a TA25 1/4 HP Universal condensing unit with JH 1/4 HP motor. One Elpeco #36 blower unit with expansion valve rated 1650 BTU at 10° T.D. Net price—\$115.00 F.O.B. THERMAL COMPANY, INC., St. Paul 4, Minnesota. 8 available.

CONDENSING UNITS complete with motors 1/4-1/2-3/4 HP. Expansion valves, controls, pulleys, belts, dryers, etc. All equipment is new in original cartons. Will be sold at wholesale cost or less. Write for list prices. ULTRA-COLD, INC., 2619 Exposition Place, Los Angeles 16, California.

DOLE PLATES—immediate delivery on L10, L11, L12, L13, L14, F15, F17, and F25 at distributor prices. Write P. O. BOX 750, Albany 1, New York.

1/2 HP UNITS complete with motor. \$98.50. Other models from 1/4 HP to 1 HP at new low prices. All units supplied with motors. Send for catalog 742A. BOX 2405 Air Conditioning & Refrigeration News.

IMMEDIATE DELIVERY 3100 gallons zero seal in 15 gallon containers. 45,000 lbs. sub zero seal 80-90 lb. containers. All new in original packages. Submit bids. BOX 2422 Air Conditioning & Refrigeration News.

50 NEW 1/2 HP compressors, complete except motors, in crates, "Freon"—sacrifice—\$59.00 each. BOX 2430 Air Conditioning & Refrigeration News.

IMMEDIATE DELIVERY: New Gemco or Typhoon 5-ton air-conditioning unit \$1100; 1/4, 1/2, 3/4 HP condensing units; 6-hole ice cream cabinets \$135; Bev-food 14 cu. ft. refrigerator-beverage cooler \$200 less unit; reach-in refrigerators, freezers, display cases. BOX 2433 Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

A FEW dealerships available. Warren controlled quality commercial refrigerators. Display cases, beverage coolers, walk-in refrigerators, reach-in refrigerators, open-type refrigerated cases, and other commercial items. Write factory. THE WARREN COMPANY, INC., P.O. Box 1436, Atlanta 1, Georgia.

BUSINESS OPPORTUNITIES

APPLIANCE, REFRIGERATION and home heating business, commercial sales in five counties. Owner working alone gross \$30,000 year. Have small store, flat, modern. Basement, main street on beautiful Crystal Lake. Near Traverse City. Building franchises, good will. \$10,000. SAM TULLER, Beulah, Michigan. Telephone 152.

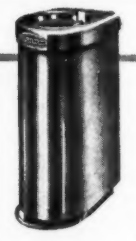
COMMERCIAL REFRIGERATION & air conditioning, store fixtures, etc. in Detroit. Well established, grossing about \$150,000 in specialized field. New building, fixtures, salable inventory, neon signs, all free & clear. Rated Dun & Bradstreet \$125,000. Must sell immediately due to health. Price of \$50,000 covers everything. BOX 2428. Air Conditioning & Refrigeration News.

Available Immediately

6 new refrigeration units. Complete, self-contained. Automatic control, gas engine driven, direct drive. Freon type—12,000 BTU per hour. MDL OCE-300 FLG-A. Mfg. by Universal Cooler Corp. Overall dimensions, 43" wide, 78" deep, 82" high. Continental 4 cyl. gas engine, water cooled, 4 cycle, "L" head type. SAE rated 10.0 HP compressor, Universal 2 cyl. vertical reciprocating type. Generator MDL GEM 4817 A. Electric starting motor MDL MZ-4046, mfg. by Electric Auto Lite. Storage battery 6 volts, 100 amps. hour. No. MW-1-110 (Willard Storage Battery Co.). Gasoline tank capacity 25 gal. Refrigerant charge (Freon-12) 15 lbs. Packed one unit per wood box. Gross wt. 3022 lbs. Cu. ft. 167 per box. F.O.B. Catskill, N. Y.

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CATSKILL, N. Y.

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Phone NY 6-3425, Alter 6 P. M. or Sundays, NY 6-3425

For Sale:

Two 7 1/2 HP, SE 94 Servel 2 stage low temperature Refrigerating Units complete with coils, controls and 220-440V. 3 phase motors. All in First Class Condition. Call or write G. B. Tuthill, C. G. Conn Ltd., Elkhart, Ind.

M&E WALL AND CEILING
EST. 1855 **DIFFUSERS**

For all above-freezing uses
CATALOG ON REQUEST
MERCHANT & EVANS CO.
PHILA. 46, PA.



UTILITIES SHOULD LEAVE APPLIANCE SELLING ALONE

74 Park Ave.
Rochester, N. Y.
July 21, 1947

Editor:

In your July 14 issue of the NEWS, page 4, column 3, the article, "Appliance Dealers Hit Jeffer Plan to Drop Price Markup" prompted me to send in a long delayed comment.

It is indeed time that the biased, fuzzy, reactionary, special privileged thinking of authors such as Brig. Gen. E. F. Jeffer, vice President in charge of sales for Consolidated Edison Co. is objectively analyzed by appliance dealers everywhere.

Strangely, the writer has no comment on this above mentioned article; it is adequately answered in the last paragraph of that article, that is, in the reported opinion of the dealers in the mentioned area.

However, this article by Jeffer, brings lucidly to recollection a previous utterance of this same party, published previously in the NEWS, the NEWS of March 11, 1946, page 2, titled, "Consolidated Edison to Stress Package Sales to Market Increased Output." At that time the writer had prepared a comment to be forwarded to your paper. So at this time will enclose these delayed observations; the meat in this particular article should furnish plenty of meat for sincere editorial comment, although, in many years of reading the NEWS, I cannot recollect a single unfavorable comment on some of the power companies practices. It might even be good business not to mention such things, even though this article was highly illustrative and highly sickening in its avowed purposes.

This article gave in detail the type of merchandising planning done by a large utility, with past examples specifically cited. If and when appliances must be handled as planned by Mr. Jeffer, we want no part in the appliance business, handling any brand.

When well known brands must be sold in a group with more than 60% discount from list, this condition can no longer be called merchandising; the situation then becomes Santa Claus taking orders. The power companies by their own admissions are not interested in the profits from the sale of appliances. Therefore, profits for others carrying similar items are not possible.

In other words, power utilities are guaranteed a profitable rate to stay in business, but simultaneously, can engage in selfish practices that can bankrupt the independent dealers. The independent dealers are guaranteed no rate of profit over operating expense.

Following, Mr. Jeffer's line of reasoning, automobile dealers, fur deal-

ers, etc., will find it necessary to market automobiles, furs, etc., periodically at deals whereby the consumers get over 60% from the list prices. We suppose in the case of the automobile, the gasoline companies would subsidize the whole deal, in which case it would parallel the power companies policy, thereby resulting in increased gasoline consumption.

The fact that the utilities use "participating dealers" does not change one iota the principles involved.

Also, if Mr. Jeffer's reasoning regarding competition for the consumers dollar is sound, why go in the round about way to accomplish the desired result, namely the increased use of power. Why not apply this principle directly, and reduce the price of their commodity, power, at 60% from present list price? The answer, of course, is so obvious, that it better be left unanswered.

The article itself gives most of the reasons why the utilities should be legislated completely out of all means and methods of retailing, except that which they are primarily chartered for, i.e., power, light, and fuel. It is high time that the N. Y. legislature made a definite move to take the utilities out of the appliance, heating and refrigeration fields of retailing. It is also time that independent merchandisers, small and large, organize to that end and purpose.

Then any manufacturer participating in such a plan with any utility would and could be boycotted by distributors and dealers, inasmuch as this type of merchandising would be illegal under Federal Fair Trade Price acts. Merchandising of this type being discussed would hasten the day when the consumer will expect most of or all of the dealers discount. In the prewar practices as outlined by Mr. Jeffer, the dealers legitimate discount is considerably less than the margins enjoyed by the utilities under this plan.

This is no personal tirade against Gen. Jeffer, but is definitely a barrage against this type of devil-take-the-hindmost thinking and expressions of the utilities in general, and Consolidated Edison in particular.

Even now, independent dealers scarce merchandise is and has been diverted from them to power companies for resale. The utilities excuse for merchandising has always been for line load and promotion of little known or accepted appliances. This fallacy is a bald-faced lie, as 100 refrigerators sold by independent dealers consume as much current as the same number sold by the utilities. And as long as demand exceeds the supply for certain appliances, there is no justification for utilities getting any merchandise to retail.

Very truly yours,
GLENN A. PEMBERTON

NATION MUST AWAKEN TO THREAT OF COMMUNISM

1308 LaRee St.
Jacksonville, Fla.

Editor:

No words of mine can express my appreciation for the fine, hard hitting, frank series of articles you have recently written relative to the growing threat of Communism. In my opinion, this is one of the finest pieces of "Wake Up America" material I have ever seen and you should most certainly be highly commended for contributing so forcefully to the fight against complacency, which certainly exists in our country today.

If more writers of your integrity and honesty would also sit down and write an article such as yours, perhaps a larger percentage of Americans would awaken to the horrible fate which will surely be ours, if Communism is not checked now.

I have shown your article to a number of friends and fellow workers and I am glad to say that all have wholeheartedly agreed, at least in principal, with everything you wrote. Many of them have wanted copies which they could hand out to other friends. One of our most prominent civic leaders is also very much interested in securing reprints.

The thought occurred that perhaps reprints of this article would be available and, if so, I will be everlastingly grateful if you will send me 10 copies. I will gladly pay for the cost of these.

Thanks again for writing such an outstanding piece of "warning" literature and keep up the good work. The majority of us are with you 100%.

FRED W. MARKLAND

EXPORT FIRM SEEKS MFRS. OF OFF-CURRENT ITEMS

Efficiency Distributing Co.
2 Stone St.
New York City

Editor:

Our firm is engaged in the export of general merchandise. Recently we have been specializing in the export of electrical appliances.

We are now seeking to find manufacturers of fans which would work on the following four currents: AC 110 volts, 50 cycles; AC 220 volts, 50 cycles; AC 220 volts, 60 cycles; DC 220 volts.

We would also be very interested to find manufacturers who are making various air conditioning appliances for the above mentioned currents. We know that some of the larger corporations make these appliances for these off-currents, but usually these large companies have their own export departments. We would deeply appreciate any information that you could give us on the subject.

HIRSCHEL E. REVEL

A 'SHOT IN THE ARM,' SAYS A TEXAS READER

Texaire, Inc.
P. O. Box 1754
Dallas, Tex.

Editor:

The only shot in the arm I get now is reading the NEWS, so please hustle it along.

We have many mutual friends who speak very highly of you and am looking forward to meeting you at one of the big shows.

H. E. SCHULZE, Chief Engineer

Available for Sale

Pat. 2,235,125. Refrigeration Means and Method. Patented March 18, 1941.
Pat. 2,340,780. Refrigeration Apparatus. Patented February 1, 1944.
The two patents listed above maintain two-temperature zones in one refrigerator—non-freezing compartment and quick-freezing compartment. It describes a new two-temperature "quick-freeze" refrigerator with top-opening lid, dropped in on top of the mild temperature refrigerator below, and the big front door only is needed for the mild temperature compartment. Temperature and humidity of one compartment unaffected by the other. Heavy insulation prevents temperature of compartments from affecting each other. (Owner) Mrs. Gertrude S. Torbensen, 1932 East 116th St., Cleveland 6, Ohio. Inventor, Viggo V. Torbensen.

WANTED

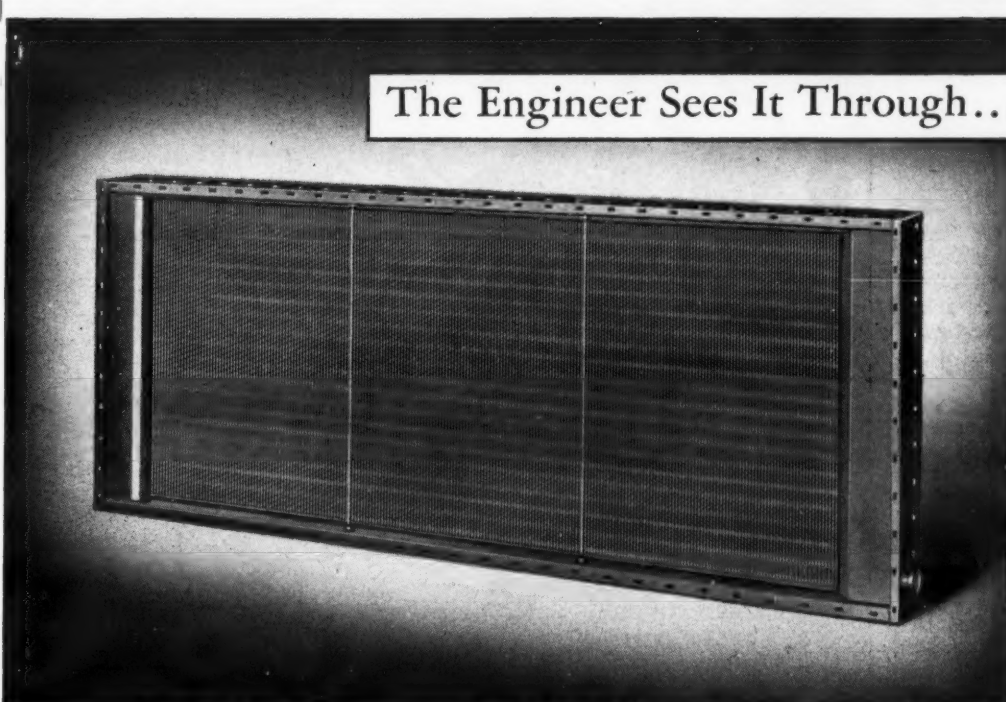
Regional Sales Managers. Due to the expansion of our sales organization, we have openings available for two regional sales managers. One of these territories is located in the Middle West and is comprised of the states of Illinois, Iowa, Missouri, Kansas, Nebraska, Colorado, Wyoming, and Montana. The other in the South West includes the states of Texas, Oklahoma, Arkansas, and Louisiana. These territories are now set up and producing substantial volumes of business and present exceptional opportunities to men possessing necessary qualifications. Minimum income, \$10,000 per year. Give complete personal history and references in first letter.

AMANA SOCIETY, Refrigeration Division
Amana, Iowa

REFRIGERATION MECHANIC

Experienced, for low temperature service and installation. Permanent position. 40 hour week and overtime. Car allowance. Good pay. For 5 boroughs, N.Y., New Jersey, Westchester Co. & Fairfield County. Box AC&RN932, Equity, 113 W. 42 St., New York City 18.

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The complete line of usAIRco coils includes steam coils for heating, standard and non-freeze type, water coils for heating and cooling and direct expansion coils. These coils are properly designed, skillfully manufactured, and expertly engineered to the job requirement.

The usAIRco engineer follows through from design board through the installation. He specifies that coils are constructed for heavy service and dependability—he sees that you get a mechanically efficient tool. And most important, the usAIRco engineer helps you put the coil to work on your specific job.

Get acquainted with helpful usAIRco engineers on your next air conditioning job.

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Available to your air conditioning, heating or ventilating problems is the advice and counsel of the engineering staff of usAIRco. With a background of nearly twenty-five years, it is one of the most experienced in the industry. We invite you to use it freely and fully.

TESTED.....AND PROVED



Every coil takes a final plunge before going off to work for you. High pressure is applied to show up weak spots in construction. This test, and others, assure dependable performance on the job.



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Removes the sintered PORONZE filter for efficient cleaning or replacement

- Filters and dehydrates simultaneously
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- Filled with best silica gel obtainable

Available in 10, 20, and 30 cubic inch sizes with 1/4" or 3/8" SAE fittings

ORDER FROM YOUR LOCAL JOBBER

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MANUFACTURING CO.

2642 S. Michigan Ave., Chicago 16, Ill.

New RSES Chapter Honors Woman Who Helped Natural Gas Frozen for Storage at -260° In University's Process



(Photo by Austin Jones, Kerotest Co.)

Southwestern Michigan Forms RSES Chapter

KALAMAZOO, Mich.—The Southwestern Michigan Chapter of Refrigeration Service Engineers Society was formally presented with its charter at a recent dinner-meeting here.

Earl Yockey of Columbus, Ohio, a director of the organization, made the presentation. Special tribute was paid Ila Harris Pool, the lady who runs the Harris Supply Co. parts and equipment wholesaling establishment in Kalamazoo, for the part she played in getting the chapter formed.

Officers of the group elected during the meeting are: president, Gene Newman, Newman Refrigeration, Battle Creek; vice president, Henry Hilborn, Cowles Engineering, Battle

Creek; secretary-treasurer, Ralph Wilkin, Kalamazoo Refrigeration, Kalamazoo; sergeant-at-arms, Merritt Pike, Pike Service, Doster, Mich. Stafford Smith of Kalamazoo was named chairman of the educational committee.

According to plans set at the meeting, the Southwestern Michigan group will meet the third Tuesday of every month.

EVANSTON, Ill.—Development of a revolutionary new method of storing natural gas, which involves changing the gas to a liquid form by dropping its temperature to -260° F., has been announced recently by Northwestern University's Technological Institute here.

In the freezing process the volume of the product is reduced by more than 99.8%. The change from the gaseous state to a liquid is accomplished when the temperature is lowered by bringing the natural gas in contact with liquid nitrogen at -320° F.

The new process, according to Northwestern officials, will make possible the conservation of much natural gas which is now burned at the oil fields to prevent the hazards of explosion. Due to the great reduction in volume of the natural gas when it is converted to a liquid

state, need for large storage tanks for relatively small amounts of the fuel is eliminated.

By raising the temperature of the liquid gas it may be reconverted to its gaseous state and piped into the mains for use when local gas supplies cannot meet peak demands.

Because the new process will allow the separation of ethane, methane, butane, and propane after distillation, valuable gases contained in the natural gas may be liquefied and diverted for use in the synthetic industries, the university pointed out.

The new method was developed by L. F. Stutzman, assistant professor of chemical engineering, and George H. Brown, instructor.

\$875,311 Hussmann Net For 6 Months Shows Gain

ST. LOUIS—Hussmann Refrigerator Co. has reported a net profit of \$875,311 for the six months ended June 30, compared to \$304,861 for the same period in 1946.

Net sales reported for the same periods were \$8,214,438 and \$3,738,782 respectively.

R.C. Gibson Promoted by Parker, Bailey & Dell Join Research Dept.

DETROIT—The Parker Rust Proof Co. announces the promotion of Dr. R. C. Gibson from the position of director of research to that of technical director.



Dr. Gibson is in complete charge of all laboratory, development, and pilot plant operations. Dr. Grant C. Bailey, formerly with the Research Department of the Phillips Petroleum Co., has been appointed manager of the research department, and Gaillard W. Dell, formerly with Bohn Aluminum & Brass Co., has also joined the research staff of the Parker Rust Proof Co., it was announced.

Hotpoint Manufacturing Headed by Schroeder

CHICAGO—Hotpoint Inc. has elected B. E. Schroeder vice president in charge of manufacturing. Mr. Schroeder was general superintendent of the aviation motor plant Buick Motor Co., Melrose Park, during war-time since then he has been engaged in production management with Buick.



James J. Nance, president, also announced that Patrick W. Ryan, for 16 years in Hotpoint plants here, had been promoted to general superintendent, and that M. E. Maurer had been promoted to general manufacturing engineer.

ASRE Prepares Data on Hospital Conditioning

NEW YORK CITY—The basic procedure for air conditioning a hospital is described in a pamphlet "Hospital Air Conditioning"—Refrigerating Engineering, Application Data 38, recently issued by The American Society of Refrigerating Engineers, 40 West 40th St. here.

The pamphlet mentions certain factors which should be kept in mind when planning to air condition a hospital. It should be noted that patients want rest, relaxation from disturbing elements, and quiet. For these reasons, particular care must be given to the installation, but construction and operating costs are still of the utmost importance.

AD 38 was prepared by W. S. Bodinus, Chicago district manager of the Carrier Corp. and chairman of the ASRE Technical Committee on Hospitals and Institutions since 1944.

Among the subjects discussed in this pamphlet are the methods of air conditioning patients' rooms, operating rooms, etc.

TOPS IN WATER COOLERS



You get the best in thirst-quenching convenience with OASIS. Built by EBCO, they're backed by 20 years of water cooler leadership.

THE EBCO MFG. CO.
401 W. Town St.
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YOU CAN GO THE LIMIT IN SELLING THESE PROVEN BLU-COLD FEATURES

- * You can sell these HEAVY DUTY UNITS for many small, self-contained refrigerators, cabinets, etc., where they will give exceptional service. Note small mounting dimensions in data sheets.
- * You can point out that Lehigh BLU-COLD has the best field record in the industry—and supply figures to prove it.
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- * In other words, you can say—"LEHIGH BLU-COLD IS AMERICA'S MOST MODERN CONDENSING UNIT".

Now available in 1/3—1/2—3/4—1—1 1/2 and 2 H.P. Complete Line To Include Up To 5 H.P.

Lehigh Manufacturing Co. PLANT: LANCASTER, PENNA.

